

## Steps to Plan a Successful Fundraising Event

Below are some helpful tips and questions to answer when planning your event.

1. Identify the type and purpose of the event you would like to host.
  - a. Is this a casual or formal event? Will the participants be children, adults or both?
  - b. Would you like this event to have an educational component involving homelessness or domestic violence?
  
2. Determine your fundraising goals and your attendees.
  - a. How much money would you like to raise?
  - b. Would you also like to do a collection drive at this event?
  - c. How will funds be raised?
    - i. Tickets/Per person
    - ii. Raffle
    - iii. Auction
    - iv. Ask attendees to make a contribution
  - d. Who would you like to invite? How many people will you be expecting?
  
3. Time, date and location.
  - a. What time of year will your event be held?
  - b. Have you checked community calendars and school calendars to see what other events are scheduled?
  
4. Will you need a committee or others to help plan the event?

For larger events a committee of volunteers may each take on a specific area: logistics, publicity, ticket sales and raffle, etc.
  
5. Create a timeline for your event. Be sure to include all the necessary steps and tasks that need to be completed each week leading up to the event.
  
6. Communicate often and clearly with those you are working with.

**Keep these steps in mind to help plan your successful event!**

## **Examples of Third Party Fundraisers**

Art Auction/Art Exhibition

Bake Sales

Book Sales

Cell Phone Drives

Church/Mosque/Temple: collections during service or of nonperishable items

Craft Sales

Donations in Lieu of Wedding Gifts or Birthday Gifts

Dress Down Day: at work or school with participation fee donated to Doorways

Garage Sales

Hairdressers/Salons: "Cut out Abuse" day/month to support Doorways

Happy Hours: percentage or flat donation per beverage to support Doorways

Health Clubs: collection of nonperishable items

House Parties: host a reception or dinner party and ask for donations

Music Event

Party: themed, formal, or just have a party!

Restaurant Night: percentage of sales revenues supporting Doorways

Retail Stores: "Shop til it Stops" events with percentage of sales revenues supporting Doorways

Schools: organize nonperishable food/product drives at your school

Spas: "mind, body and spirit" days with percentage of sales supporting Doorways

Sports Tournaments

Theatres and Dance Troupes and Arts Groups: donate ticket sales for a performance

Wine Tasting/Wine and Cheese: invite an expert and charge admission

Workplace: collection: of change, metro cards, cell phones, nonperishable goods

### **What We Can Do For You**

- Special Events Coordinator and/or appropriate staff member can consult with you about your event.
- Acknowledge direct contributions to Doorways.
- Approve the use of our name/logo.
- Provide a letter to show the authenticity of your event.
- Provide existing Doorways' materials for your event.

## **Sample Timeline**

For more involved 3<sup>rd</sup> party events, a timeline and work plan may be helpful.

This list may include items that do not pertain to your event.

Please modify the timeline to make it helpful for your own planning.

### 3 Months Out

Determine who will work on this event

Brainstorm Fundraising Strategies

Determine Theme/Tagline

Develop Expense and Revenue Goals

Create timeline and assign responsibilities

### 2 ½ Months Out

Draft Invite

### 2 Months Out

Discuss overall program for event

Identify potential volunteers

Finalize invitation list

Determine entertainment

Identify Someone to take photos

### 7 weeks out

Finalize décor and theme

Print Invite

Finalize program format

### 6 weeks out

Mail invites

### 5 -2 weeks out

Promote event by email, fliers, listservs, community or church bulletins

Sell tickets

### 1 week out

Finalize any remaining logistics

Confirm with all the necessary contacts (volunteers, entertainment, speakers, etc.)

Pack supply boxes

## Check List

- Fundraising strategies
- Theme/Tagline
- Preliminary budget
- Solicitation lists
- Design and Print
  - Save the Date card
  - Invitation
  - Program Book
- Timeline
- Location
  
- Food
  - Dinner
  - Hors d'oeuvres
  - Drinks
- Audio/Visual needs
- Décor
  - Flowers
  - Linens
  - Lighting
- Signs
  - For Event
  - Listing Sponsors
  - For podium
  - For restrooms
- Master of Ceremonies
- Volunteers to be at event
- Invitation list
- Solicitation of auction donations
- Solicitation of ads for program book
- Music
- Photographer
- Video to display or to capture event
- Floor plan/Seating
- Thank you letters