ACTTogether.us Guide: Digital Organizing Fundamentals

Nonprofit Fundraising Event Checklist

This comprehensive template is designed to help nonprofits of all sizes plan and execute successful fundraising events. Use this as a planning and execution roadmap from initial concept through post-event follow-up.

Pre-Planning: Strategy + Goals

- Define your fundraising goal (monetary + mission-related)
- Identify your target audience and key donors
- Choose the right event type: gala, online auction, community dinner, etc.
- Set a budget and fundraising goal
- Assemble your core planning team

Logistics & Venue

- Choose date and venue (virtual or in-person)
- Secure permits, insurance, or vendor contracts if needed
- Ensure accessibility for all attendees
- Plan food and beverage logistics
- Coordinate tech needs (Wi-Fi, projectors, livestream, microphones)

Promotion & Outreach

- Design event branding, flyers, and digital assets
- Create an event page with RSVP and donation links
- Launch a social media campaign (schedule posts in advance)
- Email supporters and previous donors with event invites
- Partner with local media and community groups

Fundraising Infrastructure

- Set up donation platform or payment processor (e.g. Givebutter, PayPal, Stripe)
- Create tiered sponsorship packages and donation levels
- Prepare pledge cards or mobile donation stations
- Train volunteers or staff to accept donations day-of
- Plan a live appeal or fundraising pitch during the event

Day-of Checklist

- Print signage, agendas, name tags, and donation materials
- Set up registration/check-in table

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- Test all tech systems and livestream if applicable

- Assign volunteers for setup, greeting, food, and cleanup

- Prepare MC script and run of show

Follow-Up Plan

- Send thank-you emails to attendees, donors, and volunteers

- Post photos and event recap on social media

- Report fundraising results to your community

- Archive attendee and donor lists for future outreach

- Host a team debrief to document lessons learned

Notes & Extras

[Use this section for vendor contact info, budget details, donation tracking, or next steps for donor stewardship.]