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## How to Get Started with your Fundraising Event

- Inform the VHLFA about planning event so that we can help you in any way possible:  
1 800 767-4845
- Choose your event – something that fits your area, interests, and friends
- Set a goal – How much money do you want to raise?
- Plan an event people will enjoy
- Establish a committee to work the event
  - Obtaining Sponsorships
  - Organize Publicity
  - Direct Volunteer Recruitment
  - Recruit Participants
  - Work on Logistics, including securing venue and permits (if needed) and coordinating activities on the day of the event
- Allow planning time – make a timeline (usually about 6 months in advance)
- Set a date
- Build additional ways to raise funds into the event – raffles, silent auction, etc.
- Involve local merchants – many are happy to contribute product, service, or gift cards. Ask them to donate refreshments or items for an auction.
- Focus on getting people to your event FIRST
- Obtain any permits necessary
- Make your event FUN – guest will look forward to coming every year

*Additional fundraising ideas, tips, checklists, and sample letters can be found at: [www.fundraisingip.com](http://www.fundraisingip.com)*

# Fundraising Event Planning Template



*Use this hand "Master Planner" to help keep track of all the behind-the-scenes work for your event-based fundraiser!*

**Event:** \_\_\_\_\_

**Event Date:** \_\_\_\_\_

**Budget:** \_\_\_\_\_

**Fundraising Goal: (\$ figure)** \_\_\_\_\_

## **Pre-Event Tasks**

### **Facility Evaluation & Reservation:**

Volunteer in charge: \_\_\_\_\_

Budget: \_\_\_\_\_

Deadline: \_\_\_\_\_

Site Selected: \_\_\_\_\_

Site Contact: \_\_\_\_\_

Contact Information: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Deposit Paid/Date: \_\_\_\_\_/\_\_\_\_\_

Paid in Full/Date: \_\_\_\_\_/\_\_\_\_\_

Additional Notes:

# Fundraising Event Planning Template



## **Pre-Event Tasks (continued)**

### **Marketing**

*Note that the VHLFA can help you with this effort*

Volunteer in charge: \_\_\_\_\_

#### **Email Campaign:**

Managed by: \_\_\_\_\_

#### **VHLFA Newsletter Campaign:**

Managed by: \_\_\_\_\_

#### **Media/Press Release:**

Managed by: \_\_\_\_\_

#### **Facebook/Twitter:**

Managed by: \_\_\_\_\_

#### **Letter Campaign:**

Managed by: \_\_\_\_\_

#### **Fliers/Posters:**

Managed by: \_\_\_\_\_

#### **Other:**

Managed by: \_\_\_\_\_

Additional Notes:

### **Clerical & Administrative**

Money Management: (get change, arrange cash boxes) \_\_\_\_\_

Overseer of Volunteers: \_\_\_\_\_

Group Leaders/Group: \_\_\_\_\_/\_\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_

Additional Notes:

# Fundraising Event Planning Template



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## **Supplies**

### **Decoration:**

Budget: \_\_\_\_\_

Volunteer in charge: \_\_\_\_\_

People Assisting: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Additional Notes:

### **Food & Drinks/Refreshments:**

Budget: \_\_\_\_\_

Volunteer in charge: \_\_\_\_\_

People Assisting: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Additional Notes:

### **Prizes:**

Budget: \_\_\_\_\_

Volunteer in charge: \_\_\_\_\_

People Assisting: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Additional Notes:

# Fundraising Event Planning Template



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## Games/Entertainment:

Budget: \_\_\_\_\_

Volunteer in charge: \_\_\_\_\_

People Assisting: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Additional Notes:

## Special Services including Permits:

Volunteer in charge: \_\_\_\_\_

People Assisting: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Necessary Permits/Deadline for Filing: \_\_\_\_\_/\_\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_

Additional Notes:

**More Services: (Handicapped consideration, Music, Entertainment, DJ, etc.)**

# Fundraising Event Planning Template



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## Security:

Budget: \_\_\_\_\_

Volunteer in charge: \_\_\_\_\_

People Assisting: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Additional Notes:

## Vendor/Services:

Budget: \_\_\_\_\_

Volunteer in charge: \_\_\_\_\_

People Assisting: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Additional Notes:

## Other:

Budget: \_\_\_\_\_

Volunteer in charge: \_\_\_\_\_

People Assisting: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Additional Notes:

# Fundraising Event Planning Template



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## **Day of Event Tasks**

### **Set-Up:**

Volunteer in charge: \_\_\_\_\_

People Assisting: \_\_\_\_\_

Additional Notes:

### **Event Staffing:**

Volunteer in charge: \_\_\_\_\_

People Assisting: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Decorating: \_\_\_\_\_

Table/Chair/Furniture/Set-up: \_\_\_\_\_

Equipment Set-up: \_\_\_\_\_

Table/Booth Staffing: \_\_\_\_\_

Announcing/MC: \_\_\_\_\_

Ticket-takers/Registration Table: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Additional Notes:

# Fundraising Event Planning Template



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## **Day of Event Tasks (continued)**

### **Clean-Up:**

Volunteer in charge: \_\_\_\_\_

People Assisting: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Additional Notes:



# Fundraising Event Planning Template



## *At-A-Glance Master Job Tracker*

Volunteer Name	Job Responsibility	Phone	Email