

Sample Event Planning Timeline



Sample event has a 6 month planning period

6 Months Out

- Notify the VHL Alliance about your upcoming event.
- Assemble committee, hold first committee meeting.
- Pick a date for the event.
- Assign committee roles.
- Secure event venue.
- Develop the event budget.
- Build a sponsorship wish list and a participant recruitment plan.
- Draft preliminary marketing materials, including sponsorship packets, in-kind donation requests.

5 Months Out

- Hold second monthly committee meeting in person or on telephone.
- Start working the sponsorship plan. Meet with prospective sponsors.
- Print out recruitment materials, registration sheets, etc.
- Announce event to public. Press release, social media, etc.
- Start recruiting participants.
 - VHLA can help with eBlasts and recruiting the VHL community.
- Mail/e-mail in-kind donation requests if event has an auction.

4 Months Out

- Monthly committee meeting, in person or on telephone.
 - Participant Recruitment Chair and Sponsorship Fundraising Chair provide detailed progress updates.
- Continue working sponsorship plan. Sponsors should be committing by this time.
- Logistics person needs to start working on getting after race water and snack donated if this event is a walk or run.
- If your event has a t-shirt as a fundraising incentive start working out a deal and design.
- PUSH participant recruitment. Everyone on the committee should be helping with this.

3 Months Out

- Monthly meeting in person or on telephone.
 - Recruitment update.
- Recruit, Recruit, Recruit!!
 - VHLA can help with eBlasts.
- Communicate via email with registered participants.
 - Send them fundraising tips and an event update.
- Accounting Chair and Chairperson need to work on a plan for securely collecting money at the event.
- Work on a plan for how many day of event volunteers will be needed.

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- If this is a walk or run, logistics chair needs to finalize the route, make note of places where signage is needed or people to cheer the runners/walkers on.
 - Secure permit, if required.
- Secure DJ or emcee, if appropriate.

2 Months Out

- Monthly meeting
 - Talk through the event from start to finish. Identify things that are missing.
- Make a list of day of volunteers, who they are and what their role is. Make contact with them.
- Send e-mail reminder to registered participants about event date, fundraising ideas and a top fundraiser story if one is available.
 - VHLA can help with eBlasts.
- If this is a gala or Celebrity Luncheon finalize program and auction items this month.
- Start wrapping auction packages if you have them.

1 Month Out

- Event walk through for monthly committee meeting.
- For Gala, finalize all auction materials and items. Work through the steps of collecting auction money during the event.
- Send email reminder about event. Example, Looking forward to seeing you on _____.
 - VHLA can help with eBlasts.

Have a great event!

After Event

- Send Thank you notes to all participants and sponsors.
- Contact VHLA to let us know about your completed event!
- Send VHLA your participant list so we can help cultivate them throughout the year by sending them Currents and Journeys.
- Hold committee wrap up meeting.
- **Pat yourself on the back, you did a GREAT job!**

***This sample timeline is lacking some details that your event will need to take note of.**

If you have questions...

Contact the VHLA Office: office@vhl.org or 1-800-712-8712