



"I don't know how early I should start planning"

"We don't have a big budget."

"I just want something simple that works."

"We're all volunteers - I'm juggling a million things."

"Do you have a template I can use?"

"I need to delegate, but I can't trust other people to do things right."

Says

Does

Searches Google for examples or free tools

Asks friends or Facebook groups for help

Tries to customize a template last-minute

Jumps between tasks like printing flyers,
setting up venues, or calling donors

Works evenings and weekends to pull events together



Hana

"Where do I even start with this fundraiser?"

"This needs to work - we need the money."

"Other people make this look so easy."

"I don't have time to reinvent the wheel."

"I hope I'm doing this right."

"Event planning websites are confusing and overwhelming".

Thinks

Feels

Overwhelmed - So many moving parts, not enough time

Determined - Will find a way, even if she has to build it herself

Hopeful - Believes in the cause and wants the event to succeed

Grateful - Appreciates when someone makes things easier

Insecure - Unsure if she's doing it "right"

Nervous- Unsure if she can count on other people

