

Your Event Plan

Planning and executing a fundraising event can be hard work. Here are some things to think about when attempting to make a fun and inspiring gathering.

Event Description

What type of event are you holding?

When?

When is your event? Is it a good time for your audience?

Where?

Where is your event being held?

Who?

Who is your target audience? What types of people will be attending your event?

What?

What does your audience care about?

Why?

Why is it important that your audience support your cause and/or event?

Bonus: Who?

Who will you need in your event planning team? What types of skills are needed?

Bonus: How?

How will you "Make the Ask" for donations?