EDITABLE DIY FUNDRAISER PLAN
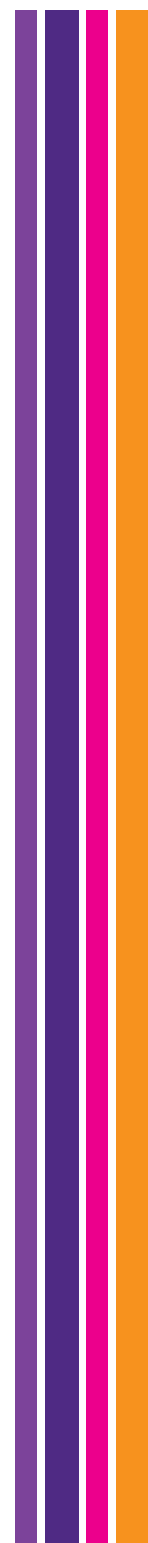
DETERMINE YOUR GOALS

Define your fundraising goal: $

List the specific goals you have for this event and how they'll be measured.
Consider the purpose of your event and what sort of impact you want to make (raising funds, increasing awareness, etc.) Then determine how you'll know whether that impact was made.

Goal	How is this goal Measured?

SOLIDIFY YOUR BUDGET

Determine your total budget: $

Consider your expenses, including:

Expense	Cost
Venue *(Consider size, layout, cost, parking availability, traffic flow, sound equipment, lighting, restrooms, and necessary permits or insurance)*	
Permits, Licensing, and Insurance	
Food & Beverage	
Marketing Materials	
Printing Costs	
Promotional Items	
Entertainment	
Decorations	
Miscellaneous	

EVENT DETAILS

List the basic details of your event:

Event Details	
Name of Event	
Description of Event *(What is the main attraction?)*	
Date of Event	
Length of Event *(Including Start & End Time)*	
Venue	
Address	
Capacity of Venue	
Estimated Attendance	
Required Setup Time	
Required Breakdown Time	

LIST OUT YOUR TASKS

Write out a list of all the tasks you'll need to complete in order for your event to succeed. Even the smallest details are important. Don't forget to include tasks for before your event, the day of your event, and after the event has ended. Working backwards from the day of the event to the planning phase can be helpful.

Here is a basic list of tasks that may be helpful in starting your own list:

Key Tasks (Examples)	
	Create File System *Track event plan, stakeholder contacts, solicitations, promotional materials, contracts, incident reports, meeting notes, emergency plans, tickets, finances, etc.*
	Identify Fundraising Goals
	Get Others Involved (Event Committee)
	Set a Budget
	Select Possible Event Dates
	Confirm Venue
	Confirm Permits, Licensing, and Insurance
	Create a Schedule
	Choose Event Name
	Set Up DonorDrive Campaign
	Plan Details of Event Logistics
	Determine Sponsorship Levels
	Prepare Solicitation Packets
	Identify Potential Donors & Sponsors
	Outreach to Potential Donors & Sponsors
	Create Contingency Plan (Weather)
	Determine Ticket Pricing
	Create Marketing Materials
	Invite Participants & Supporters
	Promote Event
	Create Day of Plan (Setup & Breakdown)
	Delegate Day of Tasks
	Process Payments
	Submit Payment to Cure SMA
	Update Supporters After Event (Fundraising Total)

Create your own list in a separate document *(or add to the list above).* Having all the tasks outlined will help you create a timeline for planning and executing your event. No detail is too small!

CREATE A SCHEDULE

Once you've listed all your tasks, **create a detailed timeline.**

Task	Due By	Completed
Example: Confirm venue and date.	*3/1/2023*	