



Fundraising Event Planning 10 Step Checklist

Thank you for your interest in hosting a fundraising event to benefit the Pediatric Retinal Research Foundation! Your efforts will support research initiatives aimed at championing cures for pediatric retinal diseases, as well as funding community programming to support children and their families with blinding retinal diseases.

We've created the checklist below to help guide your efforts as you plan your fundraising event. Please contact us anytime with questions or advice in planning your fundraiser.

1. Set the event goals and establish the budget.

Determine overall event goals including fundraising goal, number of attendees, and the message you want to communicate to guests. Before planning the event, be sure to set a budget to know how much is needed to raise in revenue to offset anticipated expenses. Part of planning a budget includes setting ticket prices, determining revenue from games and auctions, etc. Also, consider all expenses including venue costs, event insurance, food and drinks, printing, postage, equipment, etc.

2. Recruit an event committee.

Many hands make for light work! Be sure to recruit at least 2 - 5 volunteers to help plan and execute the event. Build your committee or team with individuals who have great ideas, are detail-oriented, creative, and able to manage the event timeline.

3. Set a date, time and location for your event.

Be sure to consider a date that doesn't conflict with area community events like major sporting events, festivals, school breaks, religious holidays, etc. Also be sure the location is accessible from various routes and the time doesn't conflict with commutes, meal times, typical summer parties, etc.

4. Secure the venue.

When selecting a location for the event, you may be required to submit a special event permit, pay to reserve a pavilion/space, or get special permission from the property owner. We allow event organizers to take necessary fees out of event proceeds, but all paperwork must be submitted in the organizers' name (not the Foundation's name). We are also not able to provide liability insurance for the event, as we're not the event host.

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For questions, contact Stephanie at
ssaville@pediatricrrf.org or (586) 434-0429



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5. Create collateral

Collateral items needed for a fundraising event may include save the date postcards, invitations, event brochures, posters, and flyers. As the team plans the event, consider if electronic collateral items will meet the needs of the demographic of potential attendees or a combination of both electronic and print. Take advantage of all free electronic resources including social media events/posts, texting tools and free event websites (like Eventbrite).

6. Promote the event.

Determine the audience you want to attend/participate in the event and the best way to reach them. Consider social media events/posts, online community calendars, newsletters, email blasts, mailed postcards or invites, and posters throughout the area. Don't forget to share it with the PRRF team! We're happy to post your event on the Foundation's Facebook and LinkedIn page(s).

7. Track participants, revenue & expenses

Be sure to have a process in place to track all event registrations, general donations, sponsorships, and revenue from games (auctions/raffles). Don't forget to ask for key information on the registration/sign-up form or site (t-shirt sizes, emails, phone numbers, etc.). Also create a process to track all expenses, including saving receipts. You'll want this for future planning, as well as finalizing the event financial review.

8. Plan event activities

Most people enjoy planning event logistics, and we're sure your team will as well. When planning all of the activities you'd like to have at the event, be sure to consider how much time it takes to participate in each activity, if guests need to move from one area of the venue to another and if there's enough time to enjoy each activity. Set various price points if you're charging for any activities. Assign someone to plan and execute every individual activity at the event to ensure a great guest experience.

It is a good idea to have a crisis/risk management plan in place and medical care readily available should someone get hurt while participating in the event.

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9. Create the run of show.

One key tool to ensure all event elements are planned for is to create a run of show. This is an event timeline that lists when volunteers arrive, when vendors are scheduled to setup/cleanup, and when each activity is planned (registration, food & drinks, games, etc.). Use this as a guide to confirm vendors, track venue layout, assign leads to various responsibilities, and show any overlapping elements of the event.

10. Acknowledge and thank supporters.

Don't forget to send a customized thank you note to every single supporter. Whether the company or individual donated a financial gift, products/services, or volunteer their time, send a personal thank you, as well as recognizing supporters (as appropriate) at the event.

The Pediatric Retinal Research Foundation (PRRF) is happy to provide the following support for your event:

- Share your event on the PRRF Facebook and LinkedIn page(s)
- Provide guidance and advice with event planning questions
- Schedule a Foundation representative to attend your event as a guest, speak during the program and/or participate in check presentations (based on location & availability)
- Provide mission/impact stories, research updates, and Foundation brochures to share with event attendees
- Provide a fundraising website through our Give Lively platform to accept online donations

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