

# Your Fundraising Event Management Checklist

STAFFING, VOLUNTEERS, & ENTERTAINMENT

It's time to plan your best fundraiser yet! To be successful, you'll need the right people and plan in place. Use these tips and strategies to make sure your event goes off without a hitch.



## PLANNING

The first task to complete when hosting a fundraising event is planning event logistics. Consider the following as key areas to focus on during the planning process.

- Form Committees:** No one can plan a fundraising event alone! Pull together committees by recruiting staff and volunteers to help delegate different aspects of your fundraising event. For example, have a sponsorship team, item procurement/auction committee, or entertainment task force. Set up these committees early in the planning process so they have enough time to prep for the big day.



- Finalize Event Goals:** Have a set goal for attendee numbers, sponsorship revenue, and how much you want to raise. These goals will help your nonprofit stay on target during the planning process and guide your decision making.

- Secure Event Staff:** Secure staff early to make sure they are briefed on the goals and plans for your event. The best staff comes directly from your [fundraising software provider](#) - they'll know all the tips and tricks to get your guests checked in, engaged, donating, and checked out with ease.



- Secure Sponsors:** Connect with local businesses to sponsor your event. Create multiple levels of sponsorship to capture the most potential sponsorship dollars.

- Book Event Entertainment:** Have something guests can look forward to during the event! Book entertainment that aligns with your event's theme and stays within budget. Look into music offerings, an emcee, auctioneer, or other engagement activities (photo booth, caricatures, etc.).



## EVENT DAY

The day has finally arrived! It is time to see your plans in action.

- Train Volunteers:** Take time to ensure your volunteers are ready to manage different aspects of your event. Make sure they are trained to answer questions, direct attendees, and support the event progression. Clearly communicate expectations and responsibilities to maximize volunteer success!



- Coordinate With Event Staff:** Make sure that your event staff is set up for success. They should be ready to manage and oversee check-in, check-out, any fundraising software questions, and help facilitate each fundraising aspect of your event.

- Complete An Event Run Through:** Map out your event experience for your donors. Walk through your event and identify any areas that might be points of friction for guests. Consider having a couple volunteers dedicated to answering and troubleshooting guests' questions to help minimize any event day confusion.



## POST EVENT

Your event was a success, but the work isn't over. It is time to take final steps to close out your event with a BANG!

- Say Thank You:** Send out prompt thank-you letters to donors, volunteers, event staff, and sponsors, thanking them for their involvement in your event. Consider adding a feedback survey to the letters to help with your next event planning.



- Update Supporters:** Within the following 2 days, post updates on social media and other marketing outlets (email, website, etc.) with highlights from your event. Make sure everyone involved knows what a great job they did.

- Evaluate Your Budget:** Take time to consider your event spending. Compare this to your event's profits to help make projections for future events.



- Process Payments:** Don't leave your donors' payments hanging. They will appreciate seeing their contributions quickly reflected in their banking statements.

## Ready to get started?

OneCause helps simplify the planning process for your next fundraiser with powerful fundraising software and reliable event staff. Talk to an expert today!

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