



FUNDRAISING EVENT IDEAS

- Restaurant Night
- Pancake Breakfast
- Spaghetti Dinner
- Letter Writing appeal to friends & family
- Dinner Gala
- Poker Tournament
- Monopoly Tournament
- Concert
- 5K Run/Walk
- Sports Tournament (Golf, Tennis, Baseball, Basketball Soccer, etc.)
- Treasure Hunt
- Car Rally
- Tea Party (Actual or Virtual)
- Wine tasting
- Bake sale
- Yard sale
- Note cards
- Lemonade stand
- Recipe Book
- Recycle cans/paper/cardboard drive
- Sport event – see two way letter attached
- Bowl-a-thon
- Spa or Day of Beauty Party
- On-line Auction – can be a large geographic area
(<http://www.biddingforgood.com/auction/BiddingForGood.action>)
- First Giving Page
- Crafts Party
- Holiday or Birthday Party
- Wedding Favors
- Mailer (work with VHLFA office)
- iGive.com (<http://vhl.org/igive.php>)
 - Amazon: <http://www.igive.com/amazon>
- Boot Camp

Advantages of Event Fundraisers

- Fund-raising events widen an organization's donor pool by attracting people whose interest may be in the event rather than the organization.
- Fund-raising events can generate good public relations and exposure for an organization
- Fund-raising events allow an organization to raise additional money from people who are already making contributions; if someone buys a ticket to a dinner dance, purchases items at a silent auction, or pays to attend a benefit concert, that person may still make a general gift.
- Fund-raising events provide a vehicle by which the board and volunteers without any particular fund-raising experience can assist in bringing in contributed money.

¹Thomas Wolf, *Managing a Nonprofit Organization in the Twenty-First Century* (New York, Fireside, 1999)

How to Get Started with your Fundraiser Event

Choose your event – something that fits your area and friends

Set a goal – how much money do you want to raise?

Plan an event people will enjoy

Establish a committee to work on the event

- Obtaining sponsorships

- Organize publicity

- Direct volunteer recruitment

- Coordinating activities on the day of the event

Allow planning time – make a timeline (usually 2-3 months in advance)

Set a date

Build additional ways to raise funds into the event – raffles, silent auctions, etc.

Involve local merchants – many are happy to contribute product, services or gift cards. Ask to donate refreshments or items for auction.

Focus on getting people to your event FIRST

Obtain any permits necessary

Make your event an annual occasion – guest will look forward to coming every year

Additional fundraising ideas, tips, checklists and sample letters can be found at:

www.fundraisingip.com

Fundraising Event Master Planner

Use this handy 'Master Planner' to help keep track of all the behind-the-scenes work for your event-based fundraiser!

Event: _____

Event Date: _____

Budget: _____

Fundraising Goal: (\$ figure) _____

Pre-Event Tasks

Facility Evaluation & Reservation:

Volunteer in charge: _____

Budget: _____

Deadline: _____

Site Selected: _____

Site Contact: _____

Contact Information: _____

Deposit Paid/Date: _____/_____

Paid In Full/Date: _____/_____

Additional Notes: _____

Marketing:

Volunteer in charge: _____

- **Email Campaign**

- Managed by: _____
 -

- **Newsletter**

- Managed by: _____
 -

- **Media/Press Release**

- Managed by: _____
 -

- **Facebook/Twitter**
 - Managed by: _____
 -
- **Letter Campaign**
 - Managed by: _____
 -
- **Fliers/Posters:**
 - Managed by: _____
 -
- **Other:**
 - Managed by: _____

Additional Notes:

Clerical & Administrative:

Banking (get change, arrange cash boxes):

Oversees Volunteers:

Group Leaders/Group:

_____/_____

_____/_____

_____/_____

_____/_____

Day-Of Tasks

Set-Up:

Volunteer in charge:

People Assisting:

Additional Notes:

Event Staffing:

Volunteer in charge:

People Assisting/Event Staff:

Job Delegation: (fill in the name of the person responsible for each)

- Decorating:
- Table/Chair/Furniture Set-up:
- Equipment Set-up:

- Table/Booth Staffing:
- Announcing/MC:
- Ticket-takers:

Additional Notes:

Clean-Up:

Volunteer in charge:

People Assisting:

Additional Notes:

Supplies:

Decorations

Budget:

Volunteer in charge:

People Assisting:

Additional Notes:

Food & Drink/Refreshments

Budget:

Volunteer in charge:

People Assisting:

Additional Notes:

Prizes

Budget:

Volunteer in charge:

People Assisting:

Additional Notes:

Games/Entertainment

Budget:

Volunteer in charge:

People Assisting:

Additional Notes:

Other:

Budget:

Volunteer in charge:

People Assisting:

Additional Notes:

Special Services:

Permits

Volunteer in Charge:

Assistants:

Necessary Permits/Deadline for Filing:

_____ / _____

_____ / _____

_____ / _____

_____ / _____

Additional Notes:

Security

Budget:

Volunteer in charge:

People Assisting:

Additional Notes:

More Services:

(Handicapped considerations, Music, Entertainment, DJ, Etc.)

Vendor/Service:

Budget:

Volunteer in charge:

People Assisting:

Additional Notes:

Vendor/Service:

Volunteer in Charge:

Assistants:

Budget:

Contacts:

Additional Notes:

At-A-Glance Master Job Tracker

Name of Volunteer Job Responsibility Phone Email