



Veterans For Peace

Fundraising Event Action Plan

Planning Phase:

During this phase you will be heavily engaged in goal setting and team building activities. Choose a date far enough in advance to give you ample time to prepare. Be aware of conflicting local and/or national events, as well as holidays. Use this time to build your committee for the event, including (co-) chair positions. As part of your fundraising efforts, your event will most likely have a “host committee” and one or more “host committee chairpersons.” These people are responsible for contributing substantial amounts to the event and encouraging others to do the same. The host committee is generally composed individuals with strong voices in the peace movement who have connections within the community. (This helps with advertising the event and building local support.) The host committee and chairpersons are not responsible for actually running the event, but are integral to ensuring that you reach your fundraising goals. Depending on the size and type of the event, this phase can last from one year to six months before the event.

<u>Task</u>	<u>Due Date</u>	<u>Status</u>
Identify purpose: fundraising, cultivation, recognition, education ,other		
Select type of event and theme		
Identify audience		
Secure buy-in from your volunteer leaders		
Set initial goals: net profit, expenses		
Identify additional sources of revenue		
Research and determine date		
Identify location and check availability		
Identify and recruit chairs and co-chairs		
Draft chair and committee chairs, job descriptions and recruit volunteers for committees		
Prepare activity timetable		
Other		



Activity Phase:

Continue team building and begin logistics and marketing activities. Start pursuing sponsors, advertisers and gifts-in-kind. You need to convince your supporters that your organization and event are worthy of their time and money. Draw up an entire marketing plan for the event. Possible methods of “getting the word out” include: using your non-profit’s fundraising network, mailed invitations, direct mail, social media, phone banks, word of mouth and the event host committee. This phase should last from six months to three months before the event.

<u>Task</u>	<u>Due Date</u>	<u>Status</u>
Determine volunteer responsibilities and number of volunteers needed		
Begin meetings with chairs and co-chairs		
Chairs and co-chairs recruit additional volunteers		
Invite special guests or celebrities		
Establish cost to event participants		
Secure location		
Develop sponsor goals and packages		
Prepare marketing and PR plans		
Identify printing needs and prepare printing timeline		
Draft invitation and response package		
Compile invitation lists		
Secure sponsors and solicit in-kind donations		
Send out “Save-the-date” notices		
Secure catering bids		
Secure musicians and entertainment		
Secure media coverage		
Solicit in-kind donations		
Tour site		
Review volunteer needs and continue to draft more if needed		
Continue to add names to invitation list		
Secure permits and insurance		
Make preliminary layout and decoration plans		
Print tickets		
Other		



Execution Phase:

This is the time to finalize logistics and do heavy marketing. Get seed money. Ask businesses, from mom-and-pop to big corporations, to underwrite certain aspects of the event, such as the venue rental, advertisements, programs, invitations and music. Request in-kind donations of food and drink in exchange for a listing in the ad or program. Your success in pursuing sponsors and donors will depend upon good planning. This phase will last approximately 3 months to one week before the event.

<u>Task</u>	<u>Due Date</u>	<u>Status</u>
Send out "save the date" notices and invitations		
Perform menu tastings		
Sign contracts with venue, caterer, entertainment, etc.		
Reconfirm all speakers, performers, celebrities and find out their special needs		
Draft program		
Draft site layout		
Finalize menu and floor plan		
Monitor underwriting, sponsorships and program ads		
Record invitation responses and issue tickets		
Collect in-kind donations		
Send out press releases and calendar notices		
Prepare and print programs		

Event Week

Assign and provide job descriptions to volunteers for the day of event. While you probably won't need a full run-through of your event, it is essential that everyone who is working the event know, ahead of time, what their responsibilities are, where they should be during the event, and how the event is going to "flow." If you are having a large or unusual event, the key event staff may want to have a practice run to make sure that your operation is running smoothly. Follow up with all sponsors/donations for day of event and verify pick up and drop off times for donated items.

<u>Task</u>	<u>Due Date</u>	<u>Status</u>
Arrange deliveries for the day of the event		
Give caterer head count		
Prepare necessary signage		
Prepare nametags and labels		
Meet with security people		
Deliver scripts/recognition lists to chairperson/master of ceremonies		
Have necessary checks cut		
Determine and prepare petty-cash needs for tips, etc.		
Make follow-up calls to media contacts		



Event Day

Arrive very early and come prepared with emergency phone numbers, first aid kit, office supplies, insurance paperwork and contract confirmations, guest lists and extra copies of scripts and volunteer instructions. Be sure to allow plenty of time for set-up. Brief all event volunteers, ensuring that individuals are in the proper “stations” and ready for the event crowd. The key to a successful volunteer management program is the way that you execute the three R’s – recruiting, retaining and recognizing volunteers.

<u>Task</u>	<u>Due Date</u>	<u>Status</u>
Do site walkthrough		
Perform equipment check		
Place signage		
Check restrooms and grounds		
Layout registration tables and materials		
Brief volunteers		
Station yourself where you can be seen if needed		
Pay vendors		
Mix and mingle and have fun!		

Recap Phase: After the event

Communicate with everyone involved in the event. Begin building next year's team. Make sure that the chapter takes the time to send thank-you notes to everyone who is involved in your event, including contributors, volunteers, staff and vendors. Don't forget to send thank you letters to all sponsors. In addition, provide detailed event recap reports that outline the success of the event including: event attendance, money raised, press coverage, sample ads, event photos, etc.

<u>Task</u>	<u>Due Date</u>	<u>Status</u>
Thank volunteers, sponsors and donors appropriately		
Tally expenses and income		
Prepare final report and share with volunteers and key players		
Review all aspects of event with volunteers for use next year		
Publicize success		
Return borrowed or rented equipment		
Other		