

COMPREHENSIVE FUNDRAISING EVENT PLANNING CHECKLIST

Organizing a successful fundraising event requires thoughtful planning and careful attention to detail. Follow this comprehensive checklist to ensure everything is covered from start to finish.



Event Control & Oversight

Review full scope of the event:

Ensure that you or your team can manage all key aspects of the event, including planning, execution, and any adjustments needed on the day.



Budget

Set a detailed budget:

Include all anticipated revenue and expenses (e.g., venue, catering, marketing).

Tip: As a Tour participant, use your participant letter to inquire about in-kind donations for expenses.



Logistics & Venue

Choose a date and location:

Confirm the venue is appropriate for your audience size and aligns with the purpose of the event. Check for accessibility, parking, and amenities.



Create a program outline:

Outline the event schedule, including setup, speeches, entertainment, activities, and cleanup.



Ticketing & Registration

Plan ticket sales:

If tickets are sold, set pricing (consider early-bird or group discounts). Use an online platform like Eventbrite or Ticketmaster for ticketing and registration.



Foundation Representation

Support from the Tour Team:

If needed, reach out to your Tour Team contact for a Tour speech or branded materials like banners, signage, or donation/registration forms.



Food & Beverage

Plan catering:

Consider dietary restrictions and decide if food will be served buffet-style, plated, or as stations. Determine whether alcohol will be offered.

COMPREHENSIVE FUNDRAISING EVENT PLANNING CHECKLIST CONTINUED



Staffing

Assign roles:

Determine if you need volunteers or team members to help with setup, greeting, serving, or managing activities (e.g., auction coordinator). Recruit and communicate roles in advance.



Information Accuracy

Double-check event details:

Ensure all event materials, donation totals, and messaging are accurate and consistent.



Post-Event Debrief

Set aside time after the event to evaluate what worked well and what could improve for future events. Gather feedback from attendees and volunteers.



Donor & Attendee Follow-Up

Send thank-you notes:

Personalize thank-you messages for donors and attendees. Share the impact of their support and consider including event photos or a recap to strengthen connections.



Promotions & Publicity

Market the event:

Promote through social media, email campaigns, flyers, posters, or press releases to maximize awareness and attendance.



Technology Needs

Plan for technology requirements:

Consider whether you need AV equipment, Wi-Fi, or live-streaming capabilities.



Risk Management

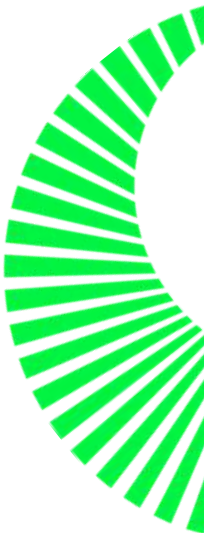
Prepare for potential risks:

Identify possible risks like weather, safety concerns, or emergencies, and develop contingency plans.



Permits

Check if your venue or activities require special permits and apply for them in advance if needed.



With these steps, you'll be ready to host a well-organized and successful fundraising event that supports the Alberta Cancer Foundation.
Thank you for your efforts!



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