

## SPECIAL EVENTS CHECKLIST

### Invitations and Guest Engagement

- How far in advance do you begin to plan the event?
- Who drives the event: staff, board or volunteers?
- How do you create the invitation list?
- Are there people you need to exclude from the invite – or include as VIP who get a special invitation?
- Do you create 'table captain' system? What affiliation groups might be likely to encourage attendance?
- Do you integrate email, mail and social media to promote the event and ask people to purchase tickets?
- Do you make phone calls to invite, encourage ticket purchase?
- Do you have an 'early-bird' ticket sale?
- Do you offer discounts for couples? Tables of 10?
- Discuss event planning timeline and budget - For example: To reach a silent auction goal of \$10k how many gifts in each category level will you need and what is the potential for getting them?
- Do you secure sponsorship?
- Do you sell ad space or signage?

### During the event

- Do you provide direct donation opportunities at the event?
- Do you hold a paddle raise or call for cash? Do you establish a goal and a 'restrict' gift?
- Do you have any other means of raising funds during the event?

### Event Follow-up

- Do you have a follow-up plan to thank attendees for their support and ask them to become annual donors
- Are all attendees added to your database?
- Do you review the list of attendees to begin a cultivation process for major donors?

### Determining ROI

- How many volunteers are involved in this event?
- How many hours total do volunteers offer?
- If all volunteers were to receive minimum wage for their time, Did the event make enough money to justify it?