



DIY Fundraiser Planning Guide

PURPOSE:

The first step is determining the purpose of your event. At The Memorial Foundation our focus is on our four initiatives – Cancer Care, Children's Health, Compass Care, and Healthy Yakima. Many times, doing a fundraiser has a multi-faceted purpose, such as creating awareness of a particular program or honoring someone special. Determining the details of your event will depend on knowing what goals you are trying to achieve.

LEADERSHIP:

Bringing together a group of enthusiastic and dedicated individuals who share an interest in raising money for a great cause will increase the probability of a successful event. This group, also commonly referred to a committee, will help manage the many components and logistics involved in event planning.

FUNDRAISING GOAL and BUDGET:

In partnership with the committee, set a concrete goal of the amount of money you plan to raise at your event. By setting a goal you can guarantee that everything in the planning can be geared towards raising those funds. Develop a list of expenses, while keeping in mind which items you could potentially have donated. Costs per funds raised are a critical aspect of developing an effective fundraising event. As a guideline, try to maintain expenses less than 20 percent of anticipated revenue.

BRAINSTORM:

With your committee decide what type of event will be most appropriate and enjoyable for your community, friends, and family members. Give free rein to the group's imagination – several heads are better than one -be creative and have fun! Some ideas are:

- Auction—Silent, Live, Online
- Workplace Campaigns – casual dress Fridays
- Cocktail party
- Individual Donor Gifts
- Trivia Night
- Fun Run
- Video Game Tournament
- Birthday/Anniversary Fundraiser
- Tournaments – golf, volleyball, basketball
- Store sales – shopping for a cause
- Paint night
- Car Wash

SELECT A DATE:

Give yourself plenty of time—depending on the type and size of your event, you may need up to six months to organize your event. This will provide enough leeway to plan and publicize it appropriately.



Check for other events that may be taking place in your area at the same time. Try to avoid scheduling your event near a holiday, holiday weekend, or other major community event.

DEVELOP A TIMELINE:

It is important to not only know what needs to be done, but when it needs to be done. A timeline will help you track who is responsible for each task and when it needs to be completed. Create a fundraiser checklist of everything that needs to happen before the day of the event. Here are a few key things to consider:

- Your marketing schedule (what your marketing materials will be, how and when they can be printed, what other promotions you'll be doing, etc.)
- Your venue reservation, including due dates for deposits and time needed to reserve in advance
- Any preliminary marketing plans, such as passing out flyers and doing other public promotions

LOCATION:

Depending on the event, it is important to ask yourself some or all of the following questions regarding location: Are there any restrictions on vendors that can be brought to the venue? Some locations have onsite catering and restrict outside catering. Are there any entertainment restrictions? Are there any special permits, licenses or insurance certificates required for the space or event? Can the space accommodate the number of people you are expecting? Be sure to do all your research beforehand in order to ensure the venue offers the space you're looking for.

THANK YOU:

Congratulate yourself and your committee of volunteers for planning a successful fundraising effort. Most importantly, thank all of your supporters and guests in a timely fashion (two weeks or less). Sending thank-you letters, notes or e-mails to everyone who participated in or supported your event shows your appreciation and reinforces their goodwill about supporting you and The Memorial Foundation. Determine whether you will have the event again, and start your planning.

PUBLICITY TIPS

These tips and tools will help maximize publicity of your event through the media at very little cost.

3-6 weeks before the event: Submit your community fundraising application to The Memorial Foundation, set up fundraising page on www.JustGiving.com/campaign/the-memorial-foundation.

Distribute media materials (i.e. media alert, Facebook posts, mailings, etc.). Confirm that you have all the correct graphics and art work including updated graphics from any event partners, sponsors, as The Memorial Foundation. Be sure to include The Memorial Foundation logo on all materials.

2 weeks before the event: Make follow-up calls and send e-mails to media who received the information. Continue to share Just Giving fundraising link on social media.



1-2 days before the event: Call to action on social media – reminders about event.

Day of event/after event: Thank you post on social media with amount raised and ways to continue supporting the cause.

OFFLINE MARKETING

DIRECT MAIL: Direct mail marketing involves sending out information about your upcoming event through the mail. Because recipients can tack your direct mail up on their fridges, they're unlikely to forget about your fundraiser.

PRINT ADS: Print advertisements include media like newspaper ads, magazine ads, and billboards. People walking down the street or perusing a newspaper might stumble upon an ad for your event and be interested in attending.

WORD-OF-MOUTH: Word-of-mouth marketing refers to actively encouraging conversations throughout a given network of supporters. Think grassroots - it's a seemingly more natural, organic way of spreading the news about your upcoming fundraising event.

FLYERS: Flyers are promotional materials in the form of posters that are tacked up around town or pamphlets that are passed around. Because they're so easy to disseminate, you can post up and pass around flyers all over town in no time.

ONLINE MARKETING

CROWDFUNDING PAGES: Crowdfunding pages allow your supporters to raise money and awareness for your event with a webpage. Your supporters are spreading the word, so there's more trust involved and a wider network to be reached. At The Memorial Foundation we use www.JustGiving.com/campaign/the-memorial-foundation.

WEBSITES: Event websites are created specifically to sell tickets, raise awareness, and provide information about a fundraiser. If an attendee has a question, they can just refer to the page.

SOCIAL MEDIA: There are many types of social media that can be used to promote event including (but not limited to) Facebook, Instagram, Twitter, You-Tube and more. Some platforms, like Facebook, allow you to set up a special Event Page where individuals can indicate they are interested or going to your event, and where you can also have community interaction/discussion. Using unique event hashtags is a great way to get traction on social media with your event; share the hashtag with all participants and ask them to post their own pictures and stories using it. Another opportunity to get more exposure is to connect with Influencers on a particular platform who may be able to help spread the word of your event such as the local Chamber of Commerce, a popular local band or personality, or a radio station.