HOW DO I
PLAN A FUNDRAISING EVENT?

Does your group want to organize a fundraising event? Think about a fundraising event idea that can help you to accomplish your goal. This guide will help you organize your idea and turn it into action.

GETTING STARTED STEPS

1. **Determine the purpose and fundraising goal**
   - Decide what the purpose of your event is and determine what amount of money you plan to fundraise.

2. **Identify target audience and decide on fundraiser type**
   - Determine who will be the focus of your marketing efforts. Choose a fundraiser type that will attract your audiences’ attention and research other successful fundraisers of a similar type.

3. **Plan the event**
   - Set a budget for your event. Pick the time, date, and location. Reach out to companies or local businesses to get them to sponsor your event. Seek out volunteers if you need any.

4. **Advertise the event**
   - Draw up an entire marketing plan for the event and promote it.

5. **Carry out the fundraiser**
   - Make sure all the volunteers know the “flow” of the event and everything is complete and ready before the event starts.

6. **Evaluation**
   - Did your group meet or exceed your fundraising goal? Thank your participants, volunteers, and sponsors for their support. Cultivate your relationships with the sponsors and provide event attendees with additional opportunities to connect to and support your cause. Provide an overall report for the next fundraising event.
What should be thought about?

A successful fundraising event can be attributed to proper planning. It is extremely crucial to plan well ahead of time and know your opportunities and limitations. As you proceed through your planning process, be aware of what you will and will not realistically be able to do. Set a reachable fundraising goal to have a successful event.

What do I need to know to ensure success?

Gather up your planning team, review the event, and share feedback from volunteers, participants, and sponsors. Reflect on what could be improved and determine changes for the future. The more detailed of the changes you want to make, the more prepared you will be for the next fundraising event.

What do I do if I fail to meet my fundraising goal?

Many RSOs and community non-profit organizations hold fundraising events. Search on U of I Connections Find community agencies at Cuvolunteer.org

Who else plans fundraising events?

To assist with your service RSO: Office of Volunteer Programs ovp@illinois.edu