

5 STEPS TO A SUCCESSFUL FUNDRAISER

Step 1: BRAINSTORM

- ❑ Brainstorm an activity that will raise funds for your cause. Be sure it is realistic and agreed upon by your team. Here are some ideas: *5K walk, open mic night, speaker/performance centered event, sisters spa night, movie night, poetry night, basketball tournament, bake sales, interactive workshop, game night, family & friends dinner*

Step 2: ORGANIZE

- ❑ Set a date for your event. Make sure it does not conflict with other major events on campus or in your community.
- ❑ Find and confirm an appropriate location for your activity. *Will it be in the park, at school, or at someone's house...? How will you set-up or decorate the place to promote your cause?*
- ❑ Decide on any speakers or performers you will be inviting (if applicable): *Be sure to choose someone who will motivate people about your specific cause.*
- ❑ Plan the logistics: *This one totally depends on your activity. Here are some examples: Logistics needed for a basketball tournament will range from t-shirts, referees, a concession stand for selling popcorn, pizza, soda, etc. For bake-sales you'll need to plan for lots of goodies. For a game night, you might arrange board games, video games, card games, snacks for sale, etc. You get the drift, right?*

Make a task list and delegate jobs accordingly. Be sure everyone on the planning team has a job. If you need more helpers, recruit volunteers!

Make a list of items that you will need at the event – everything from table covers and clipboards to cords/adapters, LCD screen & projector, etc. Decide who will be responsible for bringing/locating each item.

- ❑ Create an agenda with a start and end time. *Allow time in the beginning for guests to trickle in and sign in. Account for prayer and bathroom breaks if needed.*

Step 3: COLLABORATE

- ❑ Invite other clubs, schools or communities to organize the event with you. *The more people you involve the bigger and more diverse your turnout will be, because others will promote the event within their networks too.*

Step 4: INVITE

- ❑ Promote your event broadly. *Invite friends, family, colleagues, and the wider community. Use social media, email, texts, announcements at congregations and other gatherings, post in your school and community newsletters.*

Step 5: EXECUTE & DOCUMENT

- ❑ Execute the event! *Be sure to arrive early for set-up, and brief all your helpers on each of their responsibilities for the day (It is very important to assign specific responsibilities for the day of the event, this will ensure the smooth-running of your program.)*
- ❑ Take good quality photos and videos at your event, and collect testimonials. *Share these on your social media accounts, and send them to ZF so that we may feature your efforts in our online and print publications.*
- ❑ Evaluate your event. *What went well? What areas need improvement? Take note so that you can do better next time.*