

12 Steps to a Successful Event

1 Form a planning committee

- Think of your connections that are passionate about helping you fundraise and what skill sets each have to assist you.

2 Brainstorm and set goals

- What type of event works well in your community?
- What are your fundraising goals?
- Who is most likely to attend your event?
- Does the preliminary invite list match the event in terms of anticipated attendance size?

3 Create a budget

- We recommend maintaining your expenses at no more than 35% of your budget to maximize funds raised.
- Use a budget template as a guide so you include everything.

4 Schedule your event—date, time, venue

- Be sure to check community calendars for any potential conflicts.

5 Tell us about your event by completing our online event form <https://cureangelman.org/submit-an-event>

6 Plan Ahead -Use your Event Action Planner

7 Fundraise

- Determine your method of registering participants and/or collecting donations.

8 Promote your event

- Use social media and post on community calendars.

9 Host your event

- Take a moment to enjoy all your planning and hard work! Develop a shot list of what you want to be sure to capture and assign 3-4 people to take photos and videos.

10 Post-Event Management

- As you wrap up your event, here are some things to think about:
 - Invoices/Payments – Collect any outstanding payments and pay your vendors immediately.
 - Finalize your budget – How much did you raise after expenses?
 - Submit your proceeds to FAST within 60 days of your event and within the calendar year.
All cash donations can be mailed in with one check or money order payable to:
FAST
P.O. Box 40307
Austin, TX 78704
 - Perform an event analysis with committee and attendees – what went well and what could be done better next year?
 - Thank your committee and donors.
 - Start planning for next year.

11 Share Your Success

- Send all your photos and videos to FAST so we can share your success with our community on all our various channels.

12 Become a “Fundraiser Buddy”

- There are many in our community that would like to host fundraisers but may be intimidated on how to start. Let us know if you would be willing to be a buddy to them as they plan their events.