

Event Action Planner

6-12 MONTHS BEFORE THE EVENT

- Decide on the type of event you would like to hold
- Secure your date
- Secure your venue
- Research competing events in your area
- Recruit a volunteer committee and set up regular meetings
- Set fundraising goals and develop your event budget, including expenses
- Submit your event form with FAST
- Develop sponsorship information
- Send out letters to people/businesses for sponsorships/donations
- Develop a promotion strategy
- Create marketing collateral
- Apply for any applicable license and permits

3-5 MONTHS BEFORE THE EVENT

- Develop your invitation list
- Send out materials to promote your event
- Contact local newspapers, radio stations, companies with digital signs to promote and provide coverage at your event
- Invite any local VIPs(i.e., Mayors, Celebrities)
- Create a list of volunteer needs; volunteer recruitment
- Order event supplies

1-2 MONTHS BEFORE THE EVENT

- Determine any speakers you would like for your event
- Arrange for photography/videography for the event
- Create a run of show (time line)

1 WEEK BEFORE THE EVENT

- Connect with volunteers and confirm roles and event details
- Confirm event details with venue

DAY OF THE EVENT

- Arrive early for set-up and cover any last-minute details
- Record all donations and ticket sales (separately)
- Audio/visual check
- Enjoy your event!

AFTER THE EVENT

- Deposit funds raised
- Pay all outstanding expenses
- Send thank you letters to guests, sponsors and volunteers
- Debrief with your committee
- Send proceeds to FAST
- Begin to plan for next year!