

Planning Grassroots Fundraising Events

Presented by:
Roxane Hill



ROXANE HILL EVENTS!

Guiding questions

Six questions that you or your committee must answer to formulate a plan to help guide you:

1. What is the specific purpose of the event?
2. What is the central theme?
3. Who is the audience?
4. Is it mission specific/mission driven?
5. Is your Board/constituents on board?
6. What else is going on?



ROXANE HILL EVENTS!

Specific purpose:

1. Raise funds?
2. Raise friends?
3. Raise awareness?
4. Raise profile?
5. Raise membership?
6. Raise goodwill?



ROXANE HILL EVENTS!

What is the central theme?

1. A picnic
2. Fiesta
3. Anniversary
4. Learning opportunity/symposium/conference
5. Informational



Who is your audience?

- Your neighborhood residents
- Funders
- Politicians
- Board



Is it mission specific/mission driven

- What does your organization stand for?
- Does the event you are planning support the mission?



Is your Board/neighborhood on board?

- Vital to have the support of your Board and neighborhood residents - they have to be your biggest cheerleaders



What else is going on?

- Is there another event on the same day that will cause a conflict
- Will it mean you will lose a good portion of your audience?



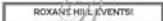
You have a plan - now what?

1. Sell it to your board, neighborhood association, organization.
2. Give details, lay out the plan in detail so they can see what you are thinking.
3. More information gets everyone on the same page



Now work backwards.....

- What is the goal? e.g. raise \$50,000, sign up 2000 new members etc.
- Create a budget/plan
- List out expenses
- Create a step by step plan
- Plan to expect the unexpected!



What's the goal?

- Increase membership
- Raise dollars
- Raise awareness
- Create sense of community



The budget

- Make sure the goal is realistic and everyone agrees on it.
- Creating a budget:
 - What are location costs
 - Food/beverage
 - Entertainment
 - Mailing/PR/photography/invitations/printing



Expenses

- Location
- Photographer
- PR consultant/advertising
- Event planner
- Invitations/printing
- Decorations/give aways
- Gifts
- Speakers fees etc.



Lay out a plan...

- Create step by step procedures of what has to happen
- What will happen on the day
- Who will take care of what is happening
- What happens after the event?



Plan to expect the unexpected

- The most important thing to remember is that the unexpected will happen.
- Plan to expect anything - from tablecloths not matching, to not enough centerpieces, extra guests etc.



Questions.....

Thank you for your attention and attendance.

