

Fundraising Event Planner

Campaign

Costs

Start Date:

Est. Attendance:

Duration

Location:

To-Do

Goals

Contact

After action review

Fundraising Event Planner

Example

Campaign

Summer Walk-a-thon

Costs

- Venue/signage - \$500
 - Entertainment - \$250
 - Staff - \$400
 - First aid tent - \$200
 - Advertising - \$300
- Total: \$1650**

Start Date: August 27th, 2023

Est. Attendance: 400 (in-person)

Duration: 3-7pm

Location: Green's park

To-Do

- Signage
- Make T-shirts
- Check contracts

Goals

- Raise \$15,000
- Obtain 150-200 new donors

Contact

- Call donors to motivate
- Call sponsors for beverages

After action review

- Thank you calls to sponsors and major donors
- Report analysis
- Check feedback cards