

Fundraising Event Plan

Planning Stage

Type/name of event	
Date	
Location	
Venue capacity	
Do you need permission from anyone/who do you need to contact?	
Who might this event appeal to? What is your target audience or who are you able to invite?	
Will you need people to help you set up and host the event? If so who and how many?	
Where will you sell tickets?	
Where will you advertise the event?	

Web: www.digdeep.org.uk

Find us on Facebook: [@digdeepafrica](https://www.facebook.com/digdeepafrica)

Budgeting for your event

Use this section to make sure your event is going to raise money

<p>What is your fundraising goal for this event?</p> <p><i>This is the amount of money you would like to raise from this event.</i></p>	
<p>Make a list of all the things might you need to buy/pay for to put on this event...</p>	
<p>How much will all of these things cost? If you don't know the exact amounts then estimate.</p> <p><i>(it is always better to overestimate your costs)</i></p> <p><i>This is the minimum amount you need to raise to cover your costs.</i></p>	
<p>Add all of your costs to your fundraising goal to get your overall target.</p> <p>$(\text{Costs} + \text{Goal} = \text{Overall Target})$</p> <p><i>This is the amount of money you should aim to raise at your event.</i></p>	
<p>Based on your overall target and your venue capacity work out how much you should charge per ticket.</p> <p>$(\text{Overall Target} / \text{Capacity} = \text{Ticket Price})$</p> <p><i>Be reasonable, don't set ticket prices too high that less people will come. Also think realistically about how many tickets you will be able to sell.</i></p>	
<p>What is the minimum number of tickets you need to sell to cover your initial costs?</p> <p>$(\text{Costs} / \text{Ticket Price} = \text{minimum number of tickets to sell to cover costs})$</p>	
<p>What other ways can you raise money other than just selling tickets?</p>	

At least One Month Before the Event

<input type="checkbox"/>	Social media event has been created/ invitations have been sent out
<input type="checkbox"/>	Ticket sales are live
<input type="checkbox"/>	Promotion has begun
<input type="checkbox"/>	Event schedule has been agreed with the venue
<input type="checkbox"/>	Prizes/goodies/decorations have been bought
<input type="checkbox"/>	Performers/acts have been confirmed
<input type="checkbox"/>	Dietary requirements have been collected (if food involved)
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

On the Day

<input type="checkbox"/>	Final schedule has been released
<input type="checkbox"/>	Venue has been set up
<input type="checkbox"/>	Reminder has been sent to all attendees
<input type="checkbox"/>	Extra tickets are made available on the door
<input type="checkbox"/>	Donation buckets/card machines are available to take extra donations
<input type="checkbox"/>	
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After the event

<input type="checkbox"/>	<p>Make a final count of all money raised and pay it onto your fundraising page or into Dig Deep's bank account asap</p>
<input type="checkbox"/>	<p>Send a thank you to all performers/venue hosts etc</p>
<input type="checkbox"/>	<p>Send a thank you message to all attendees confirming how much you raised at the event (include pictures where possible)</p> <p>You can post this on your social media, the event page or send an email to all attendees</p>
<input type="checkbox"/>	<p>Give yourself a pat on the back for doing such a great job</p>

DIY Checklist

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