

FUNDRAISER PLANNING CHECKLIST

Although each nonprofit will have its own unique approach to a campaign, there are some basic things to consider including on your own checklist. This starter list will help you make sure you don't forget anything.

- Put an event committee together
- Meet with your event committee to plan the fundraiser
- Identify a financial goal and determine what you'll need to do to reach it
- Recruit volunteers
- Reach out to potential donors
- Secure sponsors
- Identify your resources, including paid and volunteer team members
- Plan and promote a kickoff event
- Update your website
- Schedule and plan all fundraising-related events
- Create an online promotional strategy
- Start an email campaign, with each email including a clear call to action
- Reach out to media outlets for coverage
- Make donating easy
- Follow up with any donors who showed an early interest
- Plan any fundraising events and send invitations
- Snap photos of your team hard at work and share across all platforms
- Snap photos during any events and share across all platforms
- Conduct final accounting and send a report to the committee
- Plan and host a fundraiser wrap-up party
- Send thank you emails to all donors, supporters, and volunteers
- Meet with the committee to discuss lessons learned to apply to future fundraisers
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