











Fundraising Event Action Plan

Planning Phase: One year to six months before event
During this phase you will be heavily engaged in goal setting and team building activities.

Task (example)	Date due	Status
Identify location and check availability	9/15/06	Done
Identify purpose: fundraising, cultivation, recognition, publicity, other	Task	Date due
Select type of event and theme		
Identify audience		
Secure buy-in from your volunteer leaders		
Set initial goals: net profit, expenses		
Identify additional sources of revenue		
Research and determine date		
Identify location and check availability		
Identify and recruit chairs and co-chairs		
Draft chair and committee chairs, job descriptions and recruit volunteers for committees		
Prepare activity timetable		
Other		










