



## Event Planning Checklist

### For Nonprofit Marketing & Resource Development Professionals

Use this comprehensive checklist to organize and execute a successful fundraising or community engagement event. Tailor it to your nonprofit's goals and audience.

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## Pre-Event Planning

### 6-12 Months Before the Event

- Set Objectives:** Define clear goals (e.g., raise \$50,000, recruit 20 new donors, or increase community awareness).
  - Assemble a Team:** Assign roles (e.g., logistics, marketing, sponsorships, volunteer coordination).
  - Choose a Date:** Avoid conflicts with major holidays, community events, or competitor fundraisers.
  - Select a Venue:** Reserve a location that accommodates your audience size and aligns with your event theme.
  - Determine Budget:** Include venue, catering, entertainment, technology, permits, marketing, and contingency costs.
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### 3-6 Months Before the Event

- Develop a Theme:** Choose a compelling theme that ties into your mission and inspires action.
- Secure Key Participants:** Book speakers, entertainers, or special guests.
- Identify Sponsorships:** Approach local businesses and corporate partners for sponsorships or in-kind donations.
- Plan Activities:** Decide on auctions, raffles, panel discussions, or other interactive elements.
- Create a Marketing Plan:** Develop a promotional timeline and content for emails, social media, and traditional media outlets.

**Set Up Registration:** Choose a platform for ticket sales or RSVP tracking, and ensure it's user-friendly.

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### 1-3 Months Before the Event

**Launch Promotions:**

- Announce the event on your website and social media platforms.
  - Send save-the-date emails and invitations.
  - Create event-specific hashtags.
  - Prepare Materials:
    - Print signage, programs, and name tags.
  - Design giveaways or merchandise (if applicable).
  - Coordinate Logistics:
    - Confirm catering, rentals, and technical needs (e.g., microphones, projectors, Wi-Fi).
  - Secure permits and insurance, if required.
  - Recruit Volunteers: Assign roles and provide clear instructions for event-day responsibilities.
  - Practice & Rehearse: Conduct run-throughs with speakers and test all technology.
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### Event Day

- Set Up Early:** Ensure all equipment, decorations, and seating are ready before guests arrive.
  - Welcome Guests:** Have greeters at the entrance and a clear check-in process.
  - Follow the Schedule:** Stick to the event timeline, ensuring smooth transitions between segments.
  - Engage Attendees:** Encourage real-time interaction through Q&A sessions, live polling, or social media sharing.
  - Capture Content:** Take photos, videos, and testimonials to use for post-event promotion.
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## Post-Event Follow-Up

- Thank Attendees:** Send personalized thank-you emails or notes within 48 hours.
  - Share Highlights:** Post event photos, videos, and key outcomes on your website and social media.
  - Report Impact:** Publish a summary of funds raised, attendees reached, and other successes.
  - Solicit Feedback:** Distribute a post-event survey to gather insights for future events.
  - Nurture Relationships:**
    - Follow up with new leads, donors, or partners.
    - Share ongoing updates about how the funds raised are making an impact.
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## Pro Tips for Success:

1. **Stay Organized:** Use a shared project management tool (e.g., Asana, Trello, Excel Spreadsheet) to track progress and deadlines.
2. **Prepare for the Unexpected:** Have backup plans for weather, technology issues, or no-shows.
3. **Measure Results:** Compare outcomes to your objectives and identify lessons for improvement.

This checklist ensures every step of your event is thoughtfully planned and executed, leaving a lasting impression on attendees and maximizing your nonprofit's impact.

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