

# PLANNING YOUR EVENT | CONSIDERATIONS

Events can be a great way to connect your colleagues with the Combined Fund Drive and a nonprofit organization. We've put together a list highlighting some of the things that are important to ensuring the success of your event. Not every event requires all these tools, but it's a good idea to look them over.

## PRE-EVENT GROUNDWORK

1. What is the purpose of the event? Is it a fundraiser, awareness-building, team-building?
2. Do you have leadership support for the event? This is critical for your event's success.
3. Be sure to work with your Campaign Assistant to get the support you need for your event.

## PLANNING

1. Who is your audience? How many people do you expect to be there?
2. Where will you hold the event and what time will you hold it? (Reminder—don't forget to reserve your room!)
3. Will you be serving food or drink? If so, who is providing it?
4. What kind of support materials do you need for the event?
5. Will you have a nonprofit speaker?
6. If you are charging for the event, how will people pay?
7. Will you have any giveaways/door prizes?
8. Where and how will you promote your event?
9. Make sure you have the equipment and tools that you need to make your event go smoothly.

## AFTER THE EVENT

1. Work with your campaign assistant to:
  - Count the money raised
  - Fill out a fundraiser form
  - Get the money to the UWCFD office
  - In the non-campaign season, please submit the funds as a money order.
2. Thank everyone! Supervisors, speakers and supporters all like to hear the results of the event.
3. Debrief the event. Take a few minutes to sit down and note what went well and the areas for improvement. It will make next year's event that much easier.

This is an overview of things to keep in mind when planning an event. The best way to ensure success is to work with your Campaign Assistant. They can help you stay on track and provide additional support. Feel free to reach out to the UWCFD office if you have questions. We're here to help!