



Community Event Planning Tips

- 1. Form a planning committee:** A successful fundraising event is always supported by an effective planning team of enthusiastic and dedicated individuals with a diverse set of skills. Depending on the scale of your event, we might recommend having a committee so assignments can be delegated, and individuals can fill in for each other.
- 2. Brainstorm ideas:** Decide what type of fundraiser you want to have, and what you wish to accomplish. Then start thinking about themes, venues, food and beverages, prizes and programming. Your event should match the size, interest, talents, goals and time availability of your group, and should complement the mission and image of The Barbara Bush Children's Hospital (BBCH).
- 3. Identify your audience:** Think about who is most likely to support the type of event you've chosen.
- 4. Submit an application:** Once you know what type of event you'd like to organize, it is important to submit the **Community Event Proposal Form**. The formal approval process will begin once the form has been submitted. You can expect to receive a response within 5 business days.
- 5. Set goals:** It is important to begin by establishing your financial goals. Keep them realistic, especially the first year. Remember, BBCH is grateful to receive any amount from a community fundraiser!
- 6. Schedule the event appropriately:** Schedule your event for a time, date and location that is appropriate for your target audience (and your budget...).
- 7. Budget:** Identify possible sources of income and anticipated expenses. Make note which items you need to buy and which items might be donated. Keeping your up-front costs down by identifying sponsorship opportunities will ensure a larger contribution to The Barbara Bush Children's Hospital. Remember, your **event expenses should not be more than 1/3 of your expected revenue**.
- 8. Community outreach:** Connect with your community by seeking in-kind goods and services from local vendors for your event. This could include donations of food, venue, entertainment, auction items, etc.
- 9. Plan a timeline:** Develop a timeline to know when important tasks are due and who is responsible for them. This will help keep your event and your committee on schedule.
- 10. Spread the word:** Your plan for promoting and publicizing your event will be key in reaching your target audience and goals. Send invitations and emails to your friends and family, and ask them to help by sharing with their circle of friends. Use social media as appropriate (create an "event" or ask for shares), and give yourself plenty of time for promotion.

Enjoy the Day: Remember that you are doing this for a good cause and that you, your committee and volunteers should enjoy yourselves. Take a moment to appreciate all you have accomplished.

Say Thank You: Acknowledge and thank your donors, participants, sponsors and in-kind donors. And don't forget to thank your committee and volunteers for helping plan a successful event.

Don't forget next year! Organize a follow-up meeting with your committee to discuss and evaluate your event... and start the planning for next year!

Questions? Please contact our children's hospital fundraising team at GetInvolved@mmc.org or 207-662-2737.