strategy	**Goals**
	☐ Why do the event? (Is there a better or easier way to raise funds?)
	☐ Message or theme
	☐ # of attendees
	☐ $$ raised
	Resources
	☐ People (staff, board members, volunteers, committee, hosts)
	☐ Cash to invest
	☐ Other (venue, art, entertainment, etc.)
	☐ Committed sponsors

details	
	☐ Type of event
	☐ Event title & theme
	☐ When (check public event calendars for holidays or other conflicts)
	☐ Where (reserve venue)
	☐ Entertainment
	☐ Food & drinks
	☐ Decorations
	☐ Auction (Live or silent? Start gathering donations)

brand	☐ Should relate organization's brand
	☐ Event name
	☐ Logo
	☐ Color palette
	☐ Style
	☐ Images
sponsors	☐ Levels & benefits
	☐ Sponsorship package (letter, forms)
	☐ Website
	☐ Thank you card
	☐ Make sure sponsors get promised benefits
	☐ Sponsor event or party
	☐ Recognition (website, social media, press, invitations, etc.)
	☐ Reserved tables, etc.
invitations	☐ Save the date (printed/emailed)
	☐ Invitation packages (invitation, reply card, envelopes)
	☐ Email invite with reply/registration link
	☐ System to track registrations and updates to database
	☐ Social media
	☐ VIP Invitations from board members, committee

promotion	☐ Promotion schedule (mail, email, social media, press releases, broadcast, etc.)
	☐ Event web page or website
	☐ Event social media page
	☐ Event email template for invitations and updates, thanking sponsors, sharing news about the goals and theme
	☐ Posts for organization pages & social media (make them sharable)
	☐ Capture news for social media posts + PR (sponsors, donations, activities, etc.)

showtime!	☐ Program
	☐ Menu
	☐ Auction catalog
	☐ Door prizes or goody bags
	☐ Signs & banners
	☐ Presentation or film
	☐ Photographer

follow-up	☐ Capture attendees, sponsors, donors in database
	☐ Thank you letters
	☐ Share photos, stories with attendees, sponsors, social media, and PR
	☐ Make any follow-up calls, meetings
	☐ Capture lessons learned so next year's event will be even better!