

# Charity Event Checklist

By Kimberly French

- Prep Work
  - Determine your objective.
  - Keep detailed list of things to do written on paper.
  - Think of the audience you want to reach.
  - Determine how many people you want to attend.
  - Look for people who are ready to volunteer.
  - Decide on the event date.
  - Make sure there are no conflicts with other major events.
  - Set the day and time to fit the audience's work schedule.
  - Find a good venue.
- Promoting Your Event
  - Write article or post ad in your newsletter.
  - Post your event on your site.
  - Advertise in local websites and publications.
  - Create sponsor packages.
  - Prepare promotional video.
  - Use social media: facebook, twitter etc.
  - Order promotional items.
  - Create posters and postcards for local distribution.
  - Send out news releases to local media and online sources.
- Post-Event Evaluation
  - Did people enjoy themselves?
  - Did the event attract the audience you targeted?
  - What could be changed to improve it?
  - How many people attended?
  - Was your site the best for your event?
  - Did publicity get to the right sources?
  - How could you have attracted more publicity?