

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?