Fundraising Checklist

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# Tasks:

☐ **Prep Work**

☐ **Set your fundraising goal.**

☐ **Establish a spending budget for products, advertising and incentive prizes for your group.**

☐ **Call your Fundraising Consultant to choose a product or program.**

☐ **Plan a winning course of action.**

☐ **Arrange a location for your fundraising sale or event.**

☐ **Select a date 3-4 weeks lead-time to ensure proper communication of the event.**

☐ **Notify group members and/or parents well in advance.**

☐ **Gather all necessary supplies.**

☐ **Promotion**

☐ **Designate a group of people to promote your fundraiser.**

☐ **Advertise your fundraiser with posters, community announcements, mailings and emails.**

☐ **Print flyers announcing the event.**

☐ **Prepare a press release and distribute to local media.**

☐ **Make sure the event gets listed on local newspaper calendars.**

☐ **Include information about the fundraiser in your newsletter (if available).**

☐ **Fundraiser**

☐ **Attend the event to greet and acknowledge your participants.**

☐ **Briefly explain why this cause is so important to you.**

☐ **Educate your donors on your cause and stress the benefits of contributing.**

☐ **Motivate your group throughout your fundraiser with incentive prizes and fun activities.**

☐ **Collect email addresses from offline donors.**

☐ **Collect your final funds raised, and calculate profit.**

☐ **Reward your top sellers.**

☐ **Celebrate your fundraising success**

☐ **Follow Up**

☐ **Send a post-event press release to local media.**

☐ **As you receive donations, write thank you emails.**

☐ **Set date for next fundraiser.**