**Planning a Fundraiser**

**Checklist for Event Coordinators**

**Preliminary – presentation to the group – big picture – What? Where? Goals?**

* What’s the preliminary vision?
* Get permission from the group to flesh out the vision with consensus from lots of committees

**Report to the group**

* More detail on specifics – where? when? What’s the vision (in a barn or a palace?)
* What is the budget?
* How will group members be involved?
* Attend Steering Committee Meetings to update and receive input

**Operating Budget – discuss with the planning committee**

* Admission charge
* Insurance
* Refreshments – donated or billed to RCG?
* Publicity – business cards? Posters?
* Door prize
* Marketplace
* Décor (inside and out)
* Marketplace

**How will money be collected? - discuss with finance committee**

* Get an event number from SLF
* Admission
* Ticket sales
* E-transfer payments
* Do we need an SLF fundraising page?
* Ask the treasurer to get an event number from the SLF

**Awareness**

* Speaker to inform guests about the SLF & G2G

**Sales desk questions - Discuss with sales staff**

* Square – are there phones available? Is there wifi?
* Who is bringing the float?
* Is there storage space for bags & paper?
* Packing materials
* Tissue, Bags, Bubble wrap
* Are we selling tickets for refreshments?

**Publicity – discuss with publicity committee**

* Send posters, media publicity to SLF for approval
* Mailchimp
* Electronic notice boards
* Facebook
* Twitter
* Business cards
* Posters
* Street signs
* Press release
* GVG website
* SLF website
* RCG website

**Awareness – will you need these things?**

* banners
* information table
* welcome
* slide show

**Value-added to increase revenues**

* How could this event be enhanced?

**Staffing (ask a volunteer to create a spreadsheet)**

* overall coordination
* creating the roster
* shifts
* sales staff
* set up
* clean up
* refreshments
* transportation of merchandise
* merchandise display
* sales desk
* wrapping
* info table
* floating trouble-shooters
* clean up

**Info/Welcome table**

* SLF / RCG information
* Door prize & tickets
* Donation jar

**Other considerations**

* Liaison with others
* Performers?
* Gogo groups?
* Youth ambassadors?
* Girl Guides?