



## HOSTING A COMMUNITY FUNDRAISING EVENT

### Getting Started

Hosting an event is a great way of raising funds, getting the community involved and having fun. We understand that there are many things you will need to think about as you begin to plan your event. For example: How do you plan to make your money? Are you going to charge a flat fee for entrance to your event, ask for contributions or both? What percentage of that money will be needed to cover expenses? Are you going to hold an auction or a raffle? How many people are you going to invite? Realistically, how many people do you think will show up? Does the facility you choose accommodate the number of people you hope to attract? What time can you start setting-up and what time must you vacate the premises?

To help you, we have created this checklist below to ensure you cover all your bases! Good luck! We know you'll be successful!

*Please note, however, that NPF cannot assist you in the organization of your event, find your sponsors, reimburse you for your incurred expenses out of the money that you raise, or publicize your event except through provision of a free fundraising page on our website, Facebook and Twitter sites, and our online Events Calendar.*

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## CHECKLIST

### Venue and Cost

#### A. Considerations

1. What is the cost to rent the space?
2. Is there a deposit fee? What are the guidelines for getting your deposit back? When do you get it back?
3. Is the cost of the space going to balance out the funds raised?
4. Is the venue accessible to individuals with disabilities?
5. Where are the locations of the restrooms for guests? Are they easily accessible?
6. What other events might be going on during the time of your event?
7. Is parking available? Is it free?
8. How is traffic to and from the venue going to affect your event?
9. Will you hire a photographer?

#### B. Tips

1. Look for donated space before renting space. Good places to check are churches, community centers, firehouses, schools, party rooms, office building atrium areas or reception rooms. Check with local bars and restaurants that are looking to bring in business. You can make considerable profits with a "guest bartending night" or a theme dinner party. Many establishments will be eager to work with you, especially during a time of the week or season when business is slow.
2. Be extremely careful when using hotel or other space you must pay for, as there are often hidden costs.
3. Plan a budget and itemize each cost. Make sure the money you charge is reasonable. To increase profit, plan an auction or raffle. Advertise your auction or sell raffle tickets before the event. This will allow people to participate event if they cannot attend.
4. Be aware of minimum attendance guarantees at hotels.
5. When reserving the space, give yourself enough time to set up and clean up. You will not want to be charged for additional hours.

### Set-up and Clean-up

#### A. Considerations

1. What is the procedure for set-up and clean-up? Is there staff available to assist you? Or should you ask friends to help you?
2. Do you need to bring supplies like trash bags, trash cans, ice buckets, mops, dust clothes? Is the facility equipped with tables, chairs, a podium, a microphone, speakers, etc.? Will you be required to pay for the rental of these items?
3. In what condition should the room be left when you are done?

#### B. Tips

1. Most facilities, donated or rented, will have staff available to assist you. There may be a building manager or other contact at your disposal, but oftentimes you will need additional manpower for setting up/cleaning up and perhaps even coordinating the event.

2. Be certain to leave the facility in the condition that you found it, if not in better condition. This way you will be certain to get your security deposit back and will be able to use the facility in the future.

**Food and Beverage**

**A. Considerations**

1. Are you bound to use an on-site caterer or a recommended insured caterer? Can you bring donated food and beverage?
2. Can alcohol be served as one pleases or is a permit required to serve it?
3. Will the facility have a licensed employee checking ID's so there is no underage drinking?

**B. Tips**

1. Try to choose a location where you may serve donated food and beverage items. Have a potluck where everyone brings something or ask that local catering companies and restaurants donate the food.
2. It is unlikely that a hotel will let you bring in donated food or beverage. This is where they make their money. If you must purchase refreshments through the facility, bargain for a reduced cost. If the facility plans to charge a flat rate per person buffet or hors d'oeuvres, find out what the price includes - refills on food and/or drink? Servers? Ice?
3. Remember, if you plan to serve alcohol at an event always serve food. There should always be designated drivers.

**Entertainment**

**A. Considerations**

1. Is the facility equipped with a microphone, podium, TV, VCR, CD player, radio, loud speakers and stage? Is there lighting? Is there a fee involved for use of AV equipment? How much will it cost?

**B. Tips**

1. If you plan to have a band or DJ, determine their equipment and space needs as well as their usual set-up time. Many DJs bring their own CDs, loud speakers, cords and microphones, but may require a long table. Facilities like hotels have an AV department that will service your needs, but fees can be costly. Again, try to get AV services donated or discounted. Try recruiting local DJs or bands that are just getting started - they may be more willing to donate or discount their services.

**Event Records**

**A. Considerations**

1. How will you remember your event? Will you be taking photographs or videotaping? Will you be creating thank you notes to all those who attended? Will you be posting up the event on a website, Facebook, Twitter, a local newspaper, or radio show?

**B. Tips**

1. If you plan to send thank you notes to your attendees, make sure that you have an outlet to do so. First decide whether you want to make specific or general thank

you's and then decide whether a mass message or individualized message is the best option and within your budget.

2. Posting up your event on a social media website is always a great idea. Just make sure you have the capacity to handle larger groups, because you will be reaching a much larger audience.
3. If you are not hiring a photographer, ask a tech-savvy friend to take pictures throughout the event. It will be significantly less expensive.