



Fundraising Event Planner

Plan the who, what, when, where, why, and how of your fundraising event!

Your team’s fundraising goal:	\$ _____
How much should this event raise?	\$ _____

Select the fundraising event/idea that you’d like to develop (or define your own):

Company Team – Game Day	Tabletop / Hobby Store Event
Company Team – Breakroom	Local tabletop guild
Company Team - Trivia Night	Living Room Game Night
Company Team – Breakroom Party	Bunko Party
Arcade Event (company team celebration)	Your Idea: _____

Describe the experience from the perspective of the attendees.

(For example, Joel and Ellie attend the event, donate \$25 upon arrival, and then play board games with the other people who are there. At some point during the event, they have the chance to donate again for a chance to win a fabulous door prize.)

Who is the intended audience for this event?

(Can be more than one. Some examples may include: Company employees, executives, customers, friends/family, neighbors, general community members, etc.)

Who are the key people in the company or the community that need to be involved?

How long will the event/activity/campaign last?

Logistics

Venue (consider location, capacity, rental cost, food/drink options, indoor vs. outdoor)

When does the location need to be secured? Who is responsible for securing it?

What supplies are needed? Who is responsible for acquiring each? (Team or hospital),

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How many people are needed to execute the event (and what are the roles of each person)?

MARKETING

How will you promote this event? (Emails, social media, texts, blog posts, podcasts, intranet, memo, Slack/Discord, yard signs, flyers, point-of-sale signage etc.)

SUPPORT

How will you get support from the decision-makers (at work, at home, within your group)?

What type of support do you want/need from your local hospital?

Who will you ask for in-kind donations? What will you ask for? (i.e., Best Buy: flat screen tv for raffle, board game publishers)

Sometimes, companies cannot give products or money. What can you ask companies or departments to do that goes beyond in-kind or monetary donations?

Additional Notes/Brainstorm:

BUDGET

Remember that the goal of your fundraising event is to raise as much money as possible. Any expense takes away from your total net fundraising result. We recommend trying to deliver the best experience with the smallest budget possible.

This chart is intended to identify how much it might cost to execute this event, but you should always look for ways to cover these expenses with sponsorships, in-kind donations, or having fellow teammates provide the resources.

Consider categories like: Printing/signage, equipment, food/beverage, prizes, venue, etc.

ITEM	ESTIMATED COST	X NUMBER OF UNITS	= TOTAL
TOTAL Expense			

SPONSORS

SPONSORSHIP LEVELS

What sponsorship opportunities can you create to offset expenses? Sponsorships should be aligned with expenses/budget to achieve a net-zero (or fundraising surplus). Get creative with your sponsorship opportunities. The value of in-kind donations, discounts, and waived fees should be included.

Think of naming rights “The {company name} buffet.” The door prize, sponsored by {company name}”

Consider your levels (Premium, Big, Medium, Simple) and quantity of each level.

SPONSORSHIP TYPE/NAME	PRICE	AMENITY (What they get)

SPONSORSHIP CANDIDATES

Ask the members of your team to think about the companies in your community where they have a strong relationship with a decision-maker. Does your hospital partner have any relationships with businesses who would be appropriate to offer these sponsorships (Allow consideration for whether certain companies should be offered larger program-level sponsorships)

COMPANY	TEAM MEMBER WHO WILL MAKE THE ASK (KNOWS THE PERSON)	DUE DATE FOR THE ASK

FUNDRAISING

How will the event raise funds for your local hospital through Extra Life? Where do the donations come from? Include cost of entry, personal fundraising, revenue enhancers (opportunities to donate during the event, like a door prize raffle, second chances at a game, bonus points, food/beverage sales, etc.)

REVENUE SOURCE	DONATION AMOUNT	X NUMBER OF PEOPLE	= TOTAL
FUNDRAISING TOTAL			

<h2>NET FUNDRAISING</h2>						
_____	+	_____	-	_____	=	_____
Sponsorship		Fundraising		Expenses		Net Fundraising

Compare this net fundraising calculation with the goal you set on the first page. Do they match? If your goal is lower, change your goal to match your plan. If your goal is higher, think of ways to add to revenue enhancers or reduce expenses within your plan.

