Alzheimer Society
PEEL

SAMPLE EVENT ACTION PLAN

- [ ] Choose your fundraiser
- [ ] Organize your committee
- [ ] Confirm the date
- [ ] Book the venue
- [ ] Choose a fundraiser theme
- [ ] Draft your budget and set your fundraising goals
- [ ] Register online and agree to our Third-Party Waiver
- [ ] List the suppliers you will need for a successful fundraiser
  (i.e. entertainment, food, décor, audio visual, printing)
- [ ] Develop your sponsor prospect list and review with the ASP
  (be sure to secure handling and delivery of any gifts you receive, including sponsorship, cash donations, and gift-in-kind donations.)
- [ ] Create print materials to advertise your fundraiser
- [ ] Send fundraiser information to all of your contacts
- [ ] Recruit volunteers
- [ ] Keep track of guests, ticket sales, participants, and related details.
- [ ] Confirm fundraiser information with all suppliers
- [ ] Send out a reminder to all participants the day before the fundraiser
- [ ] Tag us in any social media posts:

@alzpeel @alz.peel

- [ ] Collect any outstanding donations and determine the total amount
- [ ] Send thank you letters to all your supporters (participants, sponsors and volunteers)
- [ ] Book a date for cheque presentation with ASP
- [ ] Begin plans for next year's fundraiser!

Forget Me Not
Ne m'oubliez pas