

NONPROFIT EVENT PLANNING CHECKLIST

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- Establish your WHY for event
- Establish specific goals
 - *Attendee #'s, press releases, marketing, email campaign lists
- Build your event planning team
- Establish an event leader
- Define team roles
- Create an event vision
- Host first team meeting
- Build your budget
 - *Venue, AV, catering, entertainment, marketing, event management, auctioneer
- SPONSORS!!!!
- Book Venue
- Hire professional AV
- Book Entertainment
- Book Catering
- Book other vendors
 - *Photographer, photo booth, decor
- Book Auctioneer
- Invites go out
 - * Paper invite for 40+
 - * Facebook for 30-50 + VIDEO INVITES
 - * Instagram / Twitter for 18-25
 - * Email for all
- Digital marketing begins
 - *Ad campaigns are a must
- Ticketing system
- Social Media pushes begin
- Shoot and produce mission video
- Content marketing begins
 - * USE VIDEO! Blogs, SEO, Ad Words
- Setup pre-event fundraising
 - * Blackbaud, Kickstarter, Gigfunder
- Setup in-event fundraising
 - *Community Brands, One Cause
- Coordinate setup times with vendors
- Setup venue
- Host your event!
- Post event evaluation of goals
- Setup post-event gratitude plan for donors, sponsors and ticket holders

QUESTIONS TO MOTIVATE AND INSPIRE YOUR TEAM:

- WHAT IS IT ABOUT OUR ORGANIZATION OR EVENT THAT GIVES US THE GREATEST SENSE OF PURPOSE, MEANING OR FULFILLMENT?
- IF WE WERE MEETING ONE YEAR FROM NOW, CELEBRATING THIS EVENT OR OUR FUNDRAISING IN GENERAL, WITH A BOTTLE OF CHAMPAGNE, WHAT WOULD WE BE CELEBRATING?
- WHAT INTENTIONS HAVE YOU SET, OR WOULD LIKE TO SET FOR THIS EVENT?
- WHAT ARE EACH OF OUR INDIVIDUAL STRENGTHS AND SUPERPOWERS?
- WHAT AREAS DO WE NEED TO SEEK OUTSIDE VENDOR SUPPORT OR VOLUNTEERS?
- WHAT ARE OUR KEY OBJECTIVES FOR THIS EVENT AND WHICH METRICS DO WE USE TO EVALUATE OUR SUCCESS?