

Nonprofit Fundraising Event Planning Checklist Template

This **nonprofit fundraising event planning checklist template** is designed to help organizers streamline every step of their event, ensuring no detail is overlooked. From initial goal setting to post-event follow-up, this tool enhances efficiency and maximizes fundraising success. Utilize this comprehensive guide to create impactful and well-coordinated events that support your nonprofit's mission.

1. Pre-Event Planning

- Define event objectives, purpose, and fundraising goals
- Assemble event planning committee and assign roles
- Establish event budget
- Choose event type, format, and date
- Research and reserve venue (physical or virtual)
- Identify and reach out to potential sponsors & partners
- Create a detailed project timeline

2. Outreach & Promotion

- Design event branding and theme
- Create event materials (flyers, sponsorship packets, invitations)
- Build a guest list and segment audiences
- Launch event website/landing page and registration form
- Develop social media and email marketing campaign
- Engage media and press for event coverage

3. Logistics & Operations

- Coordinate catering, rentals, and equipment
- Book entertainment or speakers
- Organize volunteers and staff schedules
- Plan on-site/virtual check-in procedures
- Arrange for signage and decor
- Develop a contingency plan for emergencies

4. Fundraising Activities

- Set up auction (silent/live/online) or raffle logistics
- Coordinate donation collection methods (online, on-site, mobile)
- Prepare fundraising appeals or presentations
- Identify and brief key spokespeople or ambassadors

5. Event Day Checklist

- Conduct final walk-through with team
- Set up registration and donation stations
- Oversee setup of all technical equipment and seating
- Brief volunteers and staff on responsibilities
- Confirm arrival of vendors, speakers, and entertainment
- Monitor and document the event (photos, testimonials)

6. Post-Event Follow-Up

- Send thank-you notes to donors, sponsors, and attendees
- Debrief with event team to discuss successes and areas for improvement
- Share event outcomes and accomplishments with stakeholders
- Process and track donations
- Update donor database

- Collect and review attendee feedback
- Prepare final event report

Use and adapt this checklist for your unique nonprofit event. Diligent preparation leads to greater fundraising impact!