Community Event Planning Tips

1. **Form a planning committee**: A successful fundraising event is always supported by an effective planning committee of enthusiastic and dedicated individuals with a diverse set of skills. We recommend having a committee so assignments can be delegated with ease and individuals can fill in for each other.

2. **Brainstorm ideas**: Decide what type of fundraiser you want to have, and what you wish to accomplish (e.g. raise a specific amount of money, or teach friends about the organization). Then start thinking about themes, venues, food and beverages, prizes and programming. Your event should match the size, interest, talents, goals and time availability of your group, and complement the mission and image of The Barbara Bush Children’s Hospital (BBCH).

3. **Identify your audience**: Think about who is most likely to support the type of event you’ve chosen.

4. **Submit an application**: Once you know what type of event you’d like to organize, it is important to submit the Community Event Proposal Form. The formal approval process will begin once the form has been submitted. You can expect to receive a response within 5 business days.

5. **Set goals**: It is important to begin by establishing your financial goals. Keep them realistic, especially the first year. Remember BBCH is grateful to receive any amount from a community fundraiser.

6. **Schedule the event appropriately**: Schedule your event for a time, date and location that is appropriate for your target audience. Important Tip: Check the BBCH Events Calendar (mmc.org/bbch-events) to avoid competing activities on your chosen date.

7. **Budget**: Identify possible sources of income and anticipated expenses. Make note which items you need to buy and which items can be donated. Important Tip: Keeping your up-front costs down by identifying sponsorship opportunities will ensure a larger contribution to The Barbara Bush Children’s Hospital.

8. **Community outreach**: Connect with your community by seeking in-kind goods and services from local vendors for your event. This could include donations of food, venue, entertainment, auction items, etc.

9. **Plan a timeline**: Develop a timeline to know when important tasks are due and who is responsible for them. This will help keep your event and your committee on schedule. We highly recommend a minimum of six weeks of planning time.

10. **Spread the word**: Your plan for promoting and publicizing your event will be key in reaching your target audience and goals. Send invitations and emails to your friends and family and ask them to help by telling their circle of friends. Give yourself plenty of time for invitations and publicity.

And Most Important:

**Enjoy the Day**: Remember you are doing this for a good cause and that you, your committee and volunteers are supposed to be enjoying yourselves. Don’t let any stress take all your enjoyment out of it.

**Say Thank You**: Congratulate yourself and your committee for planning a successful event. Acknowledge and thank your donors, participants, sponsors and in-kind donors.

**Don’t forget next year!** Organize a follow-up meeting with your committee to discuss and evaluate your event and start the planning for next year.

**Questions?** Please contact our children’s hospital fundraising team at 207-662-2737.