

## Sample Event Timeline

3-4 Months Before Event	Person Responsible	Date Completed
Determine Type of Event		
Set Date and Venue		
Develop Event Timeline		
Develop Fundraising/Communications Plan		
Identify your Target Audience		
Develop an Invitation List		
Create Materials to Promote Your Event		
Create fundraising website		
Establish Group Meeting Schedule		

4-6 Weeks Before Event	Person Responsible	Date Completed
Send out invitations		
Make follow up phone calls/emails		
Promote event and fundraising website on-line		
Assess and order event supplies that are needed		
Assess any event volunteer needs		
Arrange for someone to take photos		

1-2 Weeks Before Event	Person Responsible	Date Completed
Continue follow up phone calls/emails		
Continue event promotion on-line		
Confirm event details- venue, deliveries, etc		
If applicable, confirm volunteer tasks		

Day of Event	Person Responsible	Date Completed
Arrive early for set-up		
Record donations from the event		
Take pictures during event		

After Event	Person Responsible	Date Completed
Send donations to The Children's Inn		
Send thank you notes to guests		
Post pictures and thank you messages on social media		



## Marine Corps Charity Team

### Sample Fundraiser Ideas

Birthday/Anniversary Party	Fitness Event
Happy Hour	Holiday Party
Shopping Event	BBQ Cook Off
Bowling Tournament	Trivia Night
Wine Tasting	Movie Night
Poker Night	Book Club
Cooking Party	

### Sample Event Toolkit Items

Talking Points/Fact Sheets  
 Event Letters/Emails  
 Digital Materials- Social Media Posts  
 Flyers  
 Thank You Notes/Letters  
 Sample Day of Event Timeline

### Sample Fundraising Plan

#### Birthday Fundraiser- \$20 Donation to The Inn in lieu of gifts

Audience	Projected Participation	Projected \$	Actual Participation	Actual \$
Family	5	\$ 100.00		
Friends	12	\$ 250.00		
Day of Event Donations	7	\$ 150.00		
Company Match	1	\$ 500.00		
<b>Total</b>	25	\$ 1,000.00		

#### Movie Night Fundraiser- \$20 Donation/On-Line Donation Page

Audience	Projected Participation	Projected \$	Actual Participation	Actual \$
Family	5	\$ 100.00		
Friends	10	\$ 200.00		
Website Donations	15	\$ 300.00		
Friends of Friends*	15	\$ 400.00		
<b>Total</b>		\$ 1,000.00		

\*3 of your friends raise an additional \$135 from 5 of their friends