



Alisa Ann Ruch Burn Foundation | www.aarbf.org

General Fundraising Event Checklist

1. What Kind of Event to Host

- Common fundraisers
 - Golf tournament, Food fundraiser, Relays
- Other ideas
 - Sports game, poker tournaments, fun competition (facial hair grow off)
- What's your unique idea?

2. Put Together a Committee

- Committees make the task of running a fundraiser more manageable. By delegating tasks, each person supports the overall success of the event. Having more than one voice will help you make the best decisions. Good choices for members of your committee include: coworkers, friends, family, community groups, union or other organizations with whom you work.

3. Pre-Planning

- Date and Time:** Consider local events, holiday and availability of your guests.
- Location:** Where is the event going to take place? (Fire station, local restaurant, golf course, etc.)
- Materials:** What do I need? (Tables, chairs, food, volunteers to run the event, PA system)
- Schedule:** What happens when during the event?
- Wrap Up:** Who will clean up and break down the event?

4. Raising Money

- Sponsors:** To ensure that an event is successful, reach out to your network of people to see where you can get sponsors. AARBF Development staff can provide you with a template for a donation request letter to send to these organizations.
- Silent and/or Live Auction:** Reach out to places that might be interested in donating to your event. These can come from organizations that work in the field of your event (restaurants for food related events), friends and/or local organizations.
- Merchandise:** Sell T-shirts, hats, etc. to raise funds. Donated merchandise means 100% of the proceeds can be donated to AARBF.
- Admission fee:** Charge guests a fee to attend the event. This fee can include their food, golfing, drinks, etc. or simply be a donation to AARBF. The fee can also be an option of how much guest want to pay or a "suggested donation."

5. Advertising and Invitations

SOUTHERN CALIFORNIA OFFICE: 50 N. Hill Avenue, Suite 305, Pasadena, CA 91106 | (818) 848-0223

CENTRAL CALIFORNIA OFFICE: 911 H St., Fresno, CA 93721 | (559) 621-4016

NORTHERN CALIFORNIA OFFICE: 708 El Cerrito Plaza, El Cerrito, CA 94530 | (415) 495-7223

- **Advertise:** Banners, newspaper articles the week of the event, advertisements online and in print, mass emails, calendars, flyers, local schools, libraries, churches, fraternal organizations, word of mouth, and social networking are good ways to reach out for attendees.
 - **Invitations:** Use a free invitation website like eVite.com or Facebook to spread the word about your event. Send emails to friends, family and colleagues with the flyer attached.
 - **AARBF Website:** AARBF will share your event information at www.aarbf.org.
- 6. Have your event!**
- **Setup:** Come early to set up and prepare the venue for guests. Walk your volunteers through the day's events.
 - **Foundation Materials:** You can set up an information table with AARBF brochures and display boards for guests who want to know more about your cause.
 - Request AARBF information at least 30 days before the event date.
 - If you want an AARBF staff representative at the event you must request their presence a minimum of 2 weeks before the event date.
 - **Donations at Event:** Personal checks should be made out to the Alisa Ann Ruch Burn Foundation. This will make the accounting process easier for you. A staff member may also be able to provide a credit card machine (with staff present) depending on venue resources. AARBF can provide donation envelopes for guests to pay with check, cash or credit card (to be charged when received in AARBF offices).
- 7. Accounting and Making the Donation to AARBF**
- **Wrap Up:** Calculate total funds raised by the event and deduct your expenses. Donated materials mean less expenses and higher proceeds. Contact AARBF staff for current tax laws to ensure proper accounting.
 - **Mail Donation:** Mail your event donation and any personal checks made out to AARBF to your regional AARBF office. Check presentations can be scheduled for the day of the event or later. Two weeks advance notice is required to schedule AARBF staff and/or board.
 - **Tax Letters:** Donations made at the event are tax deductible. AARBF will send tax acknowledgement letters to the individuals who made donations directly to AARBF by check, credit card or cash with their contact information attached.
 - **Thank You Notes:** Send out thank you notes to all donors, volunteers, and sponsors. This is important for showing your appreciation and building relationships for future fundraising.

Each event is different, but this general guideline can help you with getting an event started. Contact your regional office for support of your event.