

## ATTACHMENT 4: TIPS FOR PLANNING A FUNDRAISING EVENT

Many NPOs like to hold fundraising events, both to raise funds and generate name recognition and good will in their community. However, successful fundraising events require much advance planning and hard work. Following are tips for planning a successful fundraising event.

- Be clear about the cause that the event will support.
  - Is it a general fundraiser for your NPO as a whole? Or is it a fundraiser for a particular program?
  - Be as specific as possible about what funds are being raised for. For example, instead of saying “This is a fundraiser to help fight cancer”, say “This is a fundraiser to support treatment for children with cancer in Ho Chi Minh City”.
- Choose the type of fundraising event carefully.
  - What type of event is likely to attract people? There are many possibilities, including meals, music events, games, auctions, etc.
- Develop a budget for the event.
  - What are the costs of holding the event, including room rental, food, prizes, etc.?
  - How many people are likely to attend, and what would you charge for attending? What would be your likely revenue from admission and other sources?
  - Are revenues likely to exceed costs by enough to make holding the fundraising event worthwhile?

- When should your event be held?
  - Choose a date far enough in advance to give you ample time to prepare.
  - Be aware of conflicting local or national events, as well as holidays.
  - You may be able to coordinate your event with a significant date or time of year. For example, raise money for children's causes during Tet Trung Thu (October).
- Where should your event be held?
  - Make sure that your event is held at a location that is accessible for people who are likely to attend.
  - Restaurants or community organizations may be willing to donate space or provide it at reduced costs.
  - Make sure you book the space well in advance.
- Structure your event so that there are many ways that people can donate.
  - For example, you can charge an admission fee for your event, and also hold an auction or raffle for donated goods or services with proceeds benefiting your NPO.
- Consider having a celebrity guest or honoree. This should be someone with a relationship to your cause who has high visibility and respect in your community. This can raise the profile of your event and encourage people to attend.
- Consider partnering with a national or local organization in sponsoring the event. Partnering could help you create more awareness for your cause, and other organizations may bring experience with planning successful fundraisers. However, if you do this make sure that decisions for how costs and revenues will be divided are made in advance, and that they are committed to in writing.
- Seek in-kind donations from businesses. For example, grocery stores or restaurants might be willing to donate food and drinks, or printers might be willing to provide free or reduced invitations. Local musicians might provide entertainment at no charge. Make sure that all in-kind donors are acknowledged verbally and in writing at your event.

- Publicize your event. This can be done with written invitations, through your website and social media, through written advertisements in newspapers, radio announcements and other means.
- Invite reporters and photographers to your event for publicity.
- Have an event coordinator who has overall responsibility for managing event planning and implementation. Determine what help you will need preparing for the event. Identify specific tasks that need to be carried out, and line up volunteers with the appropriate expertise. Develop an event plan (See Attachment 10—Fundraising Event Planning Template).