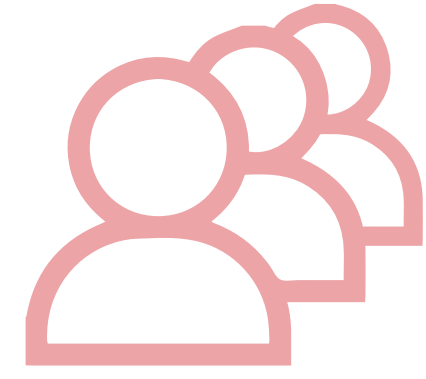


THE ESSENTIAL FUNDRAISING EVENT CHECKLIST: IMPLEMENTATION

There's a lot riding on the success of your fundraising event and you want to be sure you don't miss a step. First, there is getting all your planning and promotional efforts in place with the help of part one of our fundraising event checklists about organizing your pre-event essentials (mobilecause.me/eventchecklist1). With those in place you can switch your focus to event execution in the days leading up to, during and after your event, to ensure everything goes off without a hitch.

This handy fundraising event implementation checklist will help you stay organized amidst all the flurry that comes with event preparation and execution, so you can host your fundraiser with confidence. Simply download, print and keep handy during all your event preparation activities.



56%

of donors regularly attend fundraising events¹



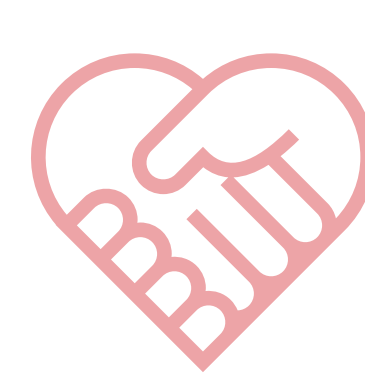
53%

of nonprofits achieve or surpass their event fundraising goals²



60%

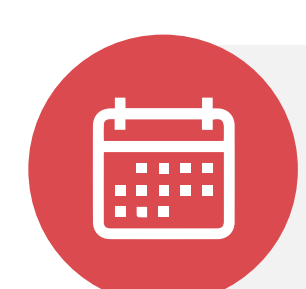
of nonprofits have seen an increase in their fundraising event donations³



73%

of nonprofits say their biggest event challenge is getting new attendees⁴

YOUR EVENT IMPLEMENTATION CHECKLIST



WEEK BEFORE EVENT

- ☐ Test giving forms and user experience by submitting a donation
- ☐ Confirm copy on your confirmation messages and donation receipts
- ☐ Test your text-to-donate keyword and shortcode
- ☐ Test your Live Event Thermometer
- ☐ Remove any test pledges and clear the thermometer
- ☐ Finalize all scripts, videos and presentations
- ☐ Review your event presentation program
- ☐ Assemble any swag or handouts
- ☐ Send event reminders via email, social media and text message
- ☐ Call major donors who have not RSVP'd
- ☐ Confirm all event location logistics
- ☐ Finalize guest check-in processes and procedures
- ☐ Confirm volunteer participation
- ☐ Provide volunteers with event details and assignments
- ☐ Print giving option cards or envelopes
- ☐ Organize any auction items (optional)
- ☐ Announce the start of your online auction (optional)



DAY OF OR DAY BEFORE EVENT

- ☐ Set up guest check-in
- ☐ Train volunteers on Donation Station procedures (helping donors give)
- ☐ Put up signage and decorations
- ☐ Place giving options, instructions and/or envelopes on tables
- ☐ Hold a thorough test run of all in-person and virtual tech elements:
 - ☐ Live speakers and presentations
 - ☐ Lighting
 - ☐ Audio
 - ☐ Videos
 - ☐ Cameras
 - ☐ Slides/presentations
 - ☐ Live Event Thermometer
 - ☐ Streaming software
 - ☐ Streaming platform
 - ☐ Livestream and/or playing videos
 - ☐ Switching broadcast between screens or presenters
- ☐ Schedule your livestream or video to unveil in YouTube and Vimeo (if using)
- ☐ Begin Facebook Live 20 minutes before event (earliest possible)



DURING YOUR EVENT

- ☐ Build to a major ask in the middle of the event
- ☐ Remind viewers multiple times why and how to give
- ☐ Promote keyword and shortcode throughout the program
- ☐ Share your Live Event Thermometer
- ☐ Demonstrate the impact of giving
- ☐ Provide fundraising updates and progress towards goal
- ☐ Thank sponsors, board, speakers, staff and volunteers
- ☐ Acknowledge virtual attendees (if applicable)
- ☐ Shout out donors by name using donor or activity wall
- ☐ Give information on staying involved or next steps
- ☐ Provide one last chance for guests to give at end of event

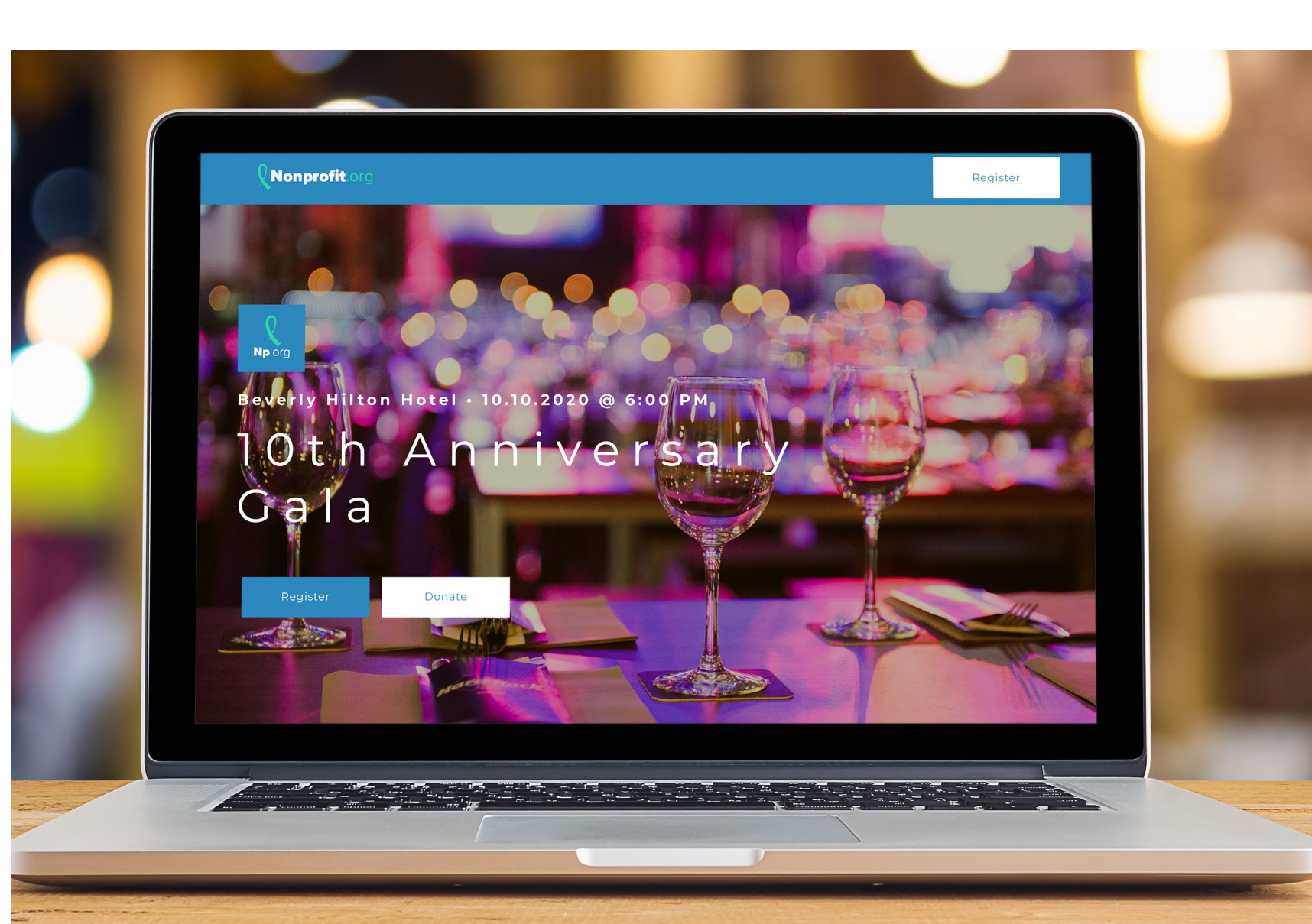


AFTER YOUR EVENT

- ☐ Send thank you videos via email, social media and text message
- ☐ Message those who couldn't attend
- ☐ Add link to Event Page for watching/re-watching any video or livestream
- ☐ Share results across all communication channels
- ☐ Send a post-event survey
- ☐ Update donors on impact of their gift
- ☐ Review event reporting and analytics
- ☐ Make note of what worked well and areas for improvement
- ☐ Hold event debriefing with internal stakeholders to improve future events

If you haven't yet grabbed part one of our fundraising event checklists, **The Essential Fundraising Event Checklist: Planning**, you can find it at:

► mobilecause.me/eventchecklist1



When in the last stretch before your fundraising event, keep both our **Planning and Implementation checklists** on hand to help you stay organized and focused so you can reach your goals.

We wish you a fun and successful fundraising event!