

Fundraising Daily Checklist - 2 Weeks Calendar

Start this checklist 2 weeks in advance of your event.

<https://blog.capterra.com/the-ultimate-fundraising-event-checklist-for-nonprofits/>



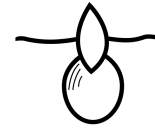
DAY 1

- 30 minutes prayer over fundraising
- Establish Goals:
Attendee Number Goal
Fundraising # Goal
Advertising Goal
Email Subscribers Goal



DAY 2

- 30 minutes prayer
- Determine the nature of the event
- Determine location and time
- Call and book the venue, and ask essential questions about spacing and supplies
- Write down all your expenses



DAY 3

- 30 minutes prayer
- Think through the volunteer/manpower help you will need (social media person, lifting heavy chairs, etc.)
- Create a budget that includes staffing costs, venue, catering, entertainment and speaker fees, and marketing



DAY 4

- 30 minutes prayer
- Write a list of 5+ people who might volunteer
- Write a list of any people who you may need to hire
- Call all the people on your volunteer list (use phone script as necessary) / leave voicemails



DAY 5

- 30 minutes prayer
- Call potential volunteers to follow-up or try again if it went to voicemail
- Send follow-up emails/calls with information to volunteers and establish goals, roles, and vision



DAY 6

- 30 minutes prayer
- Make a list of all the people you could/want to invite
- Design promotional materials including social media graphics, ads, flyers, and emails
- Plan a marketing promotions schedule



DAY 7

- 30 minutes prayer
- Create an Eventbrite event or create a registration form with appropriate information/ticket pricing/etc.
- Start digital marketing - social media, ads, etc.
- Put up flyers
- Tweak and polish your promotional email and your list of invitees



DAY 8

- 30 minutes prayer
- Send the promotional email with a few graphics in it to the list of people you want to invite
- Continue digital marketing blast
- Spend at least 90 minutes contacting people by phone and referring them to the email

Week Two

TAKE A BREAK

DAY 9

- 30 minutes prayer over fundraising
- Book any speakers, or if you are speaking then spend time preparing your notes, PowerPoint, thoughts, etc.
- Book any entertainment like music
- Book catering or coordinate with a volunteer who will cater, or plan your own catering
- Continue digital marketing blast

DAY 10

- 30 minutes prayer over fundraising
- Do another round of follow-up emails and phone calls to invitees
- Continue digital marketing blast

DAY 11

- 30 minutes prayer over fundraising
- Do another round of follow-up emails and phone calls to invitees
- Continue digital marketing blast
- Check in with volunteers and have a team meeting before the event

DAY 12

- 30 minutes prayer over fundraising
- Do another round of follow-up emails and phone calls to invitees
- Continue digital marketing blast

DAY 13

- 30 minutes prayer over fundraising
- Do another round of follow-up emails and phone calls to invitees
- Continue digital marketing blast

DAY 14

- 30 minutes prayer over fundraising
- Do another round of follow-up emails and phone calls to invitees
- Continue digital marketing blast

DAY OF EVENT