

Basic Event Planning Worksheet

1. Event Goals:

Define the purpose and objectives of your event. This could include fundraising goals, awareness goals, etc.

- What do we hope to achieve through this event?
- How will we measure success?

2. Budget and Logistics:

On a separate piece of paper, or in your spreadsheet software, create a detailed budget considering all potential costs.

- What is our budget for this event?
- What are the anticipated costs (venue, food, drinks, entertainment, decorations, etc.)?
- How can we maximize our budget while still creating a memorable event?

3. Venue Selection:

Research potential venues that fit your theme and can accommodate your guest count. Contact the venues for pricing and availability.

- What are our venue options that fit with our theme?
- What are the costs and availability of these venues?
- How many people can the venue accommodate?

4. Theme Concept:

Clearly articulate the concept of your theme. Ensure it aligns with your organization's mission and event goals.

- What is the main concept of our theme?
- How does this theme align with our organization and event goals?

5. Color Scheme:

Choose colors that best represent your theme. Plan to incorporate these colors into various aspects of the event.

- What colors best represent our theme?
- How can we incorporate these colors into our decorations, invitations, and other aspects of the event?

6. Atmosphere:

Decide on the atmosphere you want to create. Make sure your theme supports this atmosphere.

- What kind of atmosphere do we want to create? (Relaxed, festive, elegant, etc.)
- How does our theme support this atmosphere?

7. Decorations:

Brainstorm decoration ideas that align with your theme. Remember to consider lighting and any props that could enhance the atmosphere.

- What types of decorations and color schemes will help bring our theme to life?
- What props could we use to create more immersive experiences?

8. Table Settings:

Consider table settings that fit with your theme. Incorporate your theme color scheme into these table settings.

- What type of table settings (tablecloths, centerpieces, place cards, etc.) align with our theme?
- How can we incorporate our theme and color scheme into our table settings?

9. Food and Beverage:

Plan a menu that aligns with your theme. Also consider how the presentation of the food and beverages fits with your theme.

- What dishes and drinks align with our theme?
- How can we present the food and beverages in a way that fits our theme?

10. Entertainment:

Identify entertainment options that align with your theme. Consider any costumes or props that entertainers might need.

- What entertainment options align with our theme?
- What costumes or props might the entertainers need?

11. Attire:

Plan how to communicate a dress code to your guests that aligns with the theme. Consider special accessories or props that you could provide to guests to enhance the theme.

- How can we suggest a dress code to our guests that aligns with the theme?
- Are there any special accessories or props we could provide to guests to wear at the event (like leis for a tropical theme, masks for a masquerade, etc.)?

12. Fundraising Activities:

Brainstorm ways to align your fundraising activities with the theme. Also, consider if there are any theme-specific prizes or auction items you could procure.

- How can we make our fundraising activities align with the theme?
- Are there any theme-specific prizes or auction items we could procure?

13. Communications and Marketing:

Plan your event promotions around your theme. Make a list of information attendees need to know before the event and plan how to communicate it effectively.

- How can we use our theme in our event promotions?
- What information do attendees need to know before the event?

14. Event Program:

Draft a timeline for the event. Include each activity, speech, break, etc. Make sure to account for setup and breakdown times as well.

- What is the timeline for the event?
- When will each activity or speech take place?

15. Volunteer Training:

Make a list of volunteer roles and responsibilities. Plan a training session or create training materials to ensure volunteers understand their roles.

- What responsibilities will volunteers have?
- How can we effectively train volunteers before the event?

16. Thank You:

Plan how you will thank everyone involved after the event.

- How will we thank attendees, volunteers, board members, and donors after the event?

17. New Donor Engagement:

Plan how you will follow up after the event with people who gave to your organization for the first time.

- What should we do to keep first time donors engaged with us (put them in our regular donor communications system, create a special welcome campaign, etc.)?

Remember to keep revisiting this worksheet throughout your planning process, as some answers may evolve as plans progress.

Good luck!

Supercharge your Galas and Events!

Learn to attract new donors and boost your fundraising. Go to:

<https://nonprofitstorytellingconference.com>