

## Planning a successful event

Event planning is easier – and more fun – if you’re organized. Here are some things to think about as you start planning your event. Remember to be realistic with your goals and don’t over commit yourself on one part of the event.

### Before the event:

- Brainstorm fundraising ideas, and check out the list of ideas that MCC has to start the creative process. Once you’ve chosen an event, take a look at the MCC Event Registration Form and be sure to let us know what you’re planning.
- Form a planning committee. How many people do you need? What kinds of roles should be covered?
  - Treasurer? Hosts for the event? Advertising? Main event planner? Volunteer recruitment? Sponsor recruitment?
- Determine your target audience. Who are you inviting? What kinds of events appeal to that demographic? What time of day, or day of the week would work best for your audience?
- Determine how the funds will be raised. Are you charging admission? Will you encourage participants to raise money through pledges before the event? Will you have a raffle, auction, or contests at the event?
- Determine where the funds will go. You can choose to fundraise for MCC’s “Where Needed Most” category, or choose to direct the funds towards a specific area of work that MCC does – like water projects, education, disaster relief, or peacebuilding efforts.
- Make a budget. Knowing how much you have to spend, and where you’re going to recoup your costs is important to know the scale of what you can plan. MCC has a budget template you can use.
- Organize! This is all of the nitty gritty things that need to be done so that there’s an event to attend. They can include, and more:
  - Booking the venue and vendors
  - Sending out pledge forms
  - Arranging for food
  - Designing the program: invite a speaker, decide on entertainment, etc.
  - Printing tickets
  - Making signs
  - Applying for necessary permits and licenses, etc.
  - Having a backup plan – especially if your event is weather dependent
- Advertise! Promotion is key to a successful event, people have to know it’s happening before they will come. Use social media, posters, and the old school – but very effective – word of mouth. Friends and family are most likely to come if they feel they’ve had a personal invitation. Be sure to check MCC’s brand guidelines for the use of our logo, and we can help promote your event on our website and Facebook page.
- In addition to the event details, be sure to let people know why you’re doing the event and how it will make a difference. MCC can help by providing information, stories and photos to help describe how the proceeds of your event will change lives through MCC’s work.

**During the event:**

- Assign someone to be responsible for handling donations.
- Delegate: There are many pieces that are all moving at the same time during an event, have point people for each area and one main person who is the go-to for problem solving, and who knows what should be happening at any given time.
- Let the participants know how their contributions are making a difference. Promote the project that you're supporting and explain why you chose to support MCC. Again, if you would like to use MCC stories or photos to help do this well, contact us and we can provide those for you.

**After the event:**

- Collect and send all donations to MCC within 14 days. (Sooner is better so it's off your hands and MCC can begin to send out tax receipts.)
- Say thank you. To your sponsors, donors, and volunteers! Be sure to send letters to any business or organization who donated products, services, or finances. Showing your gratitude to your volunteers and planning committee is also very important. A hand written note is really special for those who gave a lot of personal time or made a significant donation to the event.

You're done! Thank you for all of your hard work in making this happen! We'd love to hear your feedback so we can share your tips and experiences with other fundraisers!