

An Inspirational Fundraising Event

A Step-by-Step Workbook

*With Sample Scripts, Best-Practices,
Timelines and Illustrations*

Everything you need for a productive event,
including week-by-week checklists, from experienced
fundraising and development professionals



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Introduction

Hi, we’re Crescendo Fundraising Professionals, LLC. We’re a woman-founded business focused on providing foundational fundraising principles through an approachable process.

Our Why

Over the past 25 years, Crescendo Fundraising has cultivated three vital processes, among many others, fundamental to developing an engaging and successful fundraising growth trajectory for dozens of missions and over 42 capital campaigns:

- Case Statement Development and Validation
- Solicitation Training
- Fundraising Event Strategy

It’s our mission to help organizations meet and exceed their goals to help further serve their incredible organizations! This is why we have created specialized workbooks to methodically guide volunteers and development staff in step-by-step processes like this Fundraising Event.

Here’s How We Can Support You

- Affordable products and services without the 1:1 consulting price tag of traditional consulting work.
- Actionable, replicable guidance built on 25+ years of industry experience.
- Content specifically designed for organizations like yours that may not have a large fundraising staff, are new to fundraising or would like fresh tools and ideas to engage your donors better.
- Proven strategies you can start implementing today and improve upon year after year! They are timeless!

Recommendations

- Read through the entire document twice before getting started to help you visualize how you can replicate this event in your organization. You can do it!
- And please do not skip steps! (When someone veers from our process, they usually will not reach the same success.)

Let’s get started!

The Basics

What is a Fundraising Event?

A Fundraising Event is an event that focuses on celebrating the mission of a non-profit to raise annual (unrestricted) funds in an informal, short and captivating manner.

The Event Format

The 35 to 40-minute presentation will engage and inspire donors. We share our secret sauce throughout the next pages. Here's the event outline:

- Pre-Event Social Gathering (60 minutes)
- Welcome & Thank You (3 minutes)
- Background and History of [Your Organization] (5 minutes)
- Financial Focus – shows the stability of your organization or project (4 minutes)
- The Need – the importance of raising funds to serve the needs of your organization or community (4 minutes)
- One or two testimonial speakers (2 minutes each)
- 6 to 7-minute Inspiring Video
- Exciting Announcement of the total raised and the challenge grant (3 minutes)
- The Ask – highlights the importance of your Giving Societies to help stretch your donors (2 minutes)

Who Is The Event For?

- The event is for anyone who wants to learn more about your organization. It is free and open to the public.
- The event should take place at a local business to try to invest back into the community as much as possible.
- Choose a time of year when your organization experiences a bit slower pace.

A couple of questions:

- Do you have the necessary communication tools already created that support your project or campaign?
 - Do you have a Case Statement. This is the written document that contains the reasons to give and a logical basis to support a particular cause or mission and should include all details regarding a major capital campaign, fundraising initiative, or program.
 - Do you have a brochure to share with your audience?
 - Do you have a frequently asked questions (FAQ) overview?
- Are you able to budget \$10,000 to \$15,000 to plan this event? (In-kind donors are often able to significantly reduce the cost of the event with refreshments, a venue, etc. You may be able

to cover the cost of the event through one or several sponsor underwriters.)

- Don't let this step stop you from moving forward. This event will far outshine other events' potential to raise significant funds.

An Example Scenario

Let's use an example scenario to help bring this workbook to life. Here is one example of how this event format can be used:

- The event's goal is to raise money for the Annual Fund
- The event must be free to encourage participation and greater awareness of your mission.
- The Annual Fund event goal should be an amount meaningful and needed by your organization. For some non-profits, this amount will be smaller than others, perhaps a goal of \$50,000 or more. For larger organizations, this goal may be far higher.
- Your non-profit wants to increase awareness to share your inspiring mission with at least 200 or more current donors and those you wish to educate about your programs and goal.

Ok, now that we've covered those important basics, you're ready to dive in. We'll lay out goals and tasks by week over a 20-week planning and execution period.



Week 1

1. Set your goals.

- This event is intended to raise unrestricted funds. Unrestricted funds can help an organization in many ways: filling the gap in operations, level-setting the budget or providing revenue to start a new program.
- Set a general goal amount or range you wish to raise during this event.

2. Determine the budget.

The goal is to keep this event as simple and focused on the mission as possible. Based on our experience, a \$10,000 to \$15,000 budget is a good place to start, with some contingency added to the budget as well.

- Here are a few categories to get you started (see the event list in the addendum)
 - A professional video to inspire donors
 - Food/drink
 - Print costs
 - Decor
 - Venue
 - Please be sure to also set aside extra funds for unexpected or higher costs.

3. Create one document to coordinate all details.

Create a shared document that outlines the main activities of the event. Creating one “source of truth” will cut down on miscommunication and ensure everyone working on the event is working with the same set of information.

4. Discuss date options.

- Be sure to check the local Rotary calendar, Chamber of Commerce calendar, and any other public calendar to ensure your event does not compete with another highly attended event.
- Check online newspapers for their event calendar to cross-reference date options.

5. Identify venue options.

- Ideally, you’d like to secure 200 to 300 or more guests if you are a larger organization. If no venue holds that quantity in your area, consider holding multiple nights with a week between events. Be sure to sign a contract reserving your date right away.
- Identify a venue with appropriate audio and visual equipment:

- Speakers will speak at a podium.
- A projector will show the PowerPoint and video (if you have one).
- Ensure sound equipment is clear.
- Use microphones.

- Identify a rough proposed layout to make sure you’re choosing the correct venue. Here are a few items to consider:
 - High top tables
 - Low tables and chairs
 - Food and dessert tables
 - Registration tables
 - Linens for tables
 - Simple decorations
- It’s important to think through the flow of the event. Identify any potential bottleneck areas and proactively try to avoid those areas right away.

6. Hire a videographer to create a video.

Hire a professional videographer who can elicit emotion in the video. **This is the most important budget item in the entire process!** Plan that at least half of your budget will be used for a great video.

The cost of \$1,000 per minute is a rule of thumb for an excellent 6- to 7-minute video. Do not veer from this important step. At times a professional will offer in-kind services for this effort. Review their work to ensure they can give you a fantastic video.

Set dates to interview on video the Executive Director, a few donors, key board members, clients, or those who have served at least 8 to 12 weeks, before your event, to provide enough time for production and edits. See sample questions in the Addendum.

Relay to your videographer that **emotion is important** in this video.

Do not forget the **call to action** at the end of the video. The call to action is to “Join us, pledge today!” See Addendum for questions to guide interview questions.

7. Other considerations

- **Is a live stream necessary?** Consider your audience and the state of the world. If you have the funds to hire a professional to set this up, a live stream will provide access to additional viewers and may be recorded to share and reshare over time.



Week 2

1. Identify food and drink vendor options.

These two items are the biggest items to coordinate first.

- Consider appetizers for food options, instead of a sit-down meal. We recommend keeping the food price to around \$10-15 per person. Identify if there's a sponsor to help with costs of about \$500 to \$1,000 each, in-kind. A cash bar for beverages is acceptable. Offer water or juice/iced tea/something similar, for free.
- Don't forget about dessert, with gluten-free, vegetarian, and vegan options.

2. Keep decorations simple.

Print photos of those that your organization serves. Or consider printing lesser-known facts and information about your organization and placing them at the center of the tables that are being used.

- Here is an example of an important, and maybe lesser-known statistic about your organization that can be created as a visual interest and used, for example, as a center piece.



Week 3

1. Check your budget.

Make sure the budget is on track, even though you just started planning!

2. Make sure your videographer is secured or you are close to finalizing this part.

The video should include:

- The Executive Director.
- A person who is served by the non-profit.
- Employees of the non-profit who work directly with those that the non-profit serves.
- The Board President, founder or another person of high esteem in the area.
- Volunteers.
- Professional representative who works in partner agencies with the non-profit.

3. Plan a Challenge Grant.

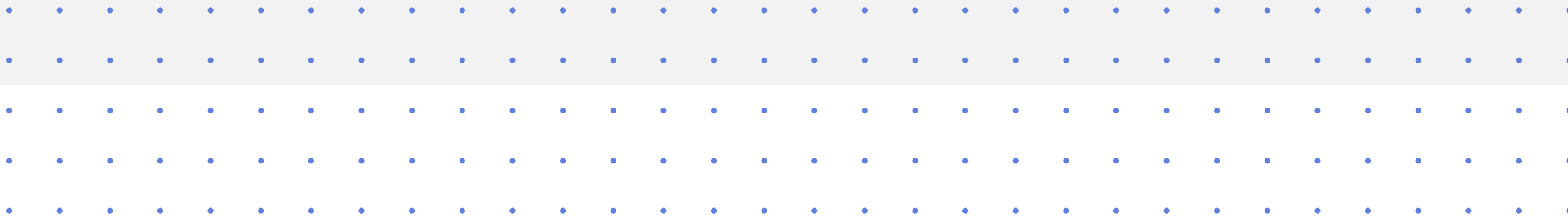
Challenge Grant Definition: "A challenge grant is defined as a charitable practice whereby a major

donor or group of donors gives a gift or commits to giving a gift on the condition that it will stimulate other gifts or challenge others to give."

A Challenge Grant is a great tool that encourages the public to participate in the project/fund and join in supporting a cause.

The Challenge Grant can be offered by a combination of businesses and individuals. You can even include a group of anonymous individual donors if desired by the donors.

The key to the challenge is creating a due date for the challenge to encourage urgency and momentum with enough time to meet the match. Court several major donors ahead of time to ensure you meet the match, thus increasing credibility of your organization. Use social media, electronic newsletters and other communications to keep the challenge front and center in your donors' minds. The due date to achieve the Challenge Grant Goal should be one month after the event. These dates may be extended.



Week 4

1. Create the event invitation.

The invitation should be printed on a 4 x 6 or 5 x 7 card stock that is easy to deliver to friends, family, and community members who support your organization. When creating the invitation, keep these elements in mind:

- Front:
- Logo.
 - Slogan/tagline.
 - You're Invited.
 - Rendering or image of the project (Optional).
- Back:
- Join our event.
 - Date.
 - Time.
 - Address.
 - List if there will be complimentary hours d'oeuvres and beverages.
 - Hear inspiring testimonials from those we serve.

- Logos if local sponsors are donating supplies or services for the event.
 - URL to sign up.
 - QR Code for easy sign-ups (optional).
- Order twice as many invitations as your venue will hold. Numbers of invitations drive your attendance. Don't be frugal on this step. If you wish to have 300 to 400 in attendance, print a minimum of 750.
- It is preferred that these invitations are printed and hand-delivered to family, friends, and community members. However, also create and distribute a PDF version in case organization supporters would like that option as a reminder after delivering the physical paper copies.
- The invitation should also be communicated on the organization's social media channels, newsletter, and local media outlets.
- Personal follow-up will make the difference in the attendance of your event! Please make a list of those who you invited and be sure to follow up with them with a personal phone call, email, etc.

Example Invite - Hope Village



Celebrating The Launch of The
Welcome Home Campaign

Heyde Center for the Arts
3 S. High St., Chippewa Falls, WI 54729
Thursday, October 6, 2022
5:30 to 7:30 P.M.

Program starts at 6:30 P.M.

Please join us to celebrate the expansion of Hope Village and affordable housing in Chippewa Falls. Enjoy appetizers and sweets. A cash bar will be available.

The event is free.
Registration is required.
Space is limited. Register today.

Please register today by visiting the campaign homepage:
hopevillagechippewafalls.org

Scan the image to the left with a mobile phone camera for quick access to the registration site.

SCAN ME

Thank you to the generous donors who are helping to offset the cost of this event.

For more information, contact Mike Cohoon:
director@hopevillagechippewafalls.org
715.210.5405 (Cell)

Week 5

1. Complete a walk-through of the venue.

Determine the quantity of high and low-top tables. How many linens will you need? How many tables will the food and drink need? Take notes of your walk-through or ask the event coordinator to take notes of the specific choices made for your event. Rely on the event coordinator to help recommend and walk you through typical needs of events.

Week 6

1. Write an invite press release.

Create a press release that invites donors, other supporters, key community members and the public to the event. See Addendum for example.

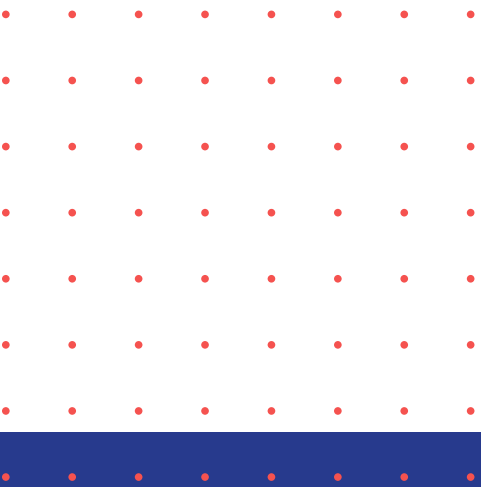
2. Identify a small, branded promotional item.

Pens are an easy and inexpensive option. We recommend having pens with the organization's logo on them or pens from an area business. Promoting a local business that has already made a pledge or served as the event underwriter is often a good way to show the credibility of your organization to others. Consider using a pen when you group communication materials together: combining the program and brochure, for example, with a pen attached.

Week 7

1. Create an online registration form.

- Once you have the venue confirmed, you can create an online registration invitation. We recommend you use a free or paid option for registration or sign-up software like Google Forms, Sign Up Genius, etc.
- The key is ensuring that reminder emails can be distributed both one week and one day before the event.
 - If you choose not to use a paid subscription, consider a DIY method utilizing google forms and your email system.



Week 8

1. Check your budget.

Make sure it's on track!

2. Create a Guest Host Committee.

A Guest Host Committee is means to ensure you will have a full house.

Build a volunteer committee to assist in getting the word out and to invite people in a number of social spheres to your event. We call this group a Guest Host Committee and its role is very simple but important.

The definition of a Guest Host Committee: A group of people that are closely tied to the organization and who agree to help in the important task of ensuring the event is full. Each person agrees to invite 8 to 10 people to join them to meet at the event. With a committee of 16 to 20 persons, you should be able to reach your goal of at least 200 in attendance.

Consider hosting a Guest Host Committee meeting to help members of the committee feel comfortable about the process.

Remind them and encourage them that THEY WILL NOT NEED TO SOLICIT ANYONE. Yes, at the end of the event, they will be asked to consider a gift. But there is no predetermined amount they need to give. If they leave and do not give, that is perfectly fine. You provided increased awareness of your mission, and that is a benefit too. Others will give.

At your Guest Host meeting, the volunteers will pick up their paper copies of the event invitations to begin distributing them to family, friends, and community members. This meeting could be held at the new location of the organization, at an ice cream social, or with lemonade and cookies.

Sample Script for Guest Host Committee Invite

See below for a sample script to use when inviting committee members to the Guest Host Committee meeting.

You Can Help The [Cause/Organization] Project!

The purpose of the guest host meeting is to ask you to complete a small, yet important task. The task is simple.

Will you please invite 8 to 10 guests to our Event? This is to help ensure we will have at least {200} guests attend our event.

When: [insert location]

Where: [insert time]

Who should you invite to the event? Please share the project and Event with friends, family, donors of [insert your cause], or those who are interested in learning more about the organization.

You will be able to meet with those you invited before the program begins. We will share and celebrate the progress of the project for [insert cause] the event!

Below is a script that can be used when speaking with people ahead of time about the Guest Host Committee event.

Event Information

- The event is FREE. You will not be asked to sell tickets.
- We are asking you to invite your friends, neighbors, co-workers, and those who care

about [insert mission/cause]. We have prepared a script to assist you. Please see below.

- Guests will be able to join their Guest Host friends on the night to enjoy delicious, free food and refreshments. A cash bar also will be available.
- We will have an exciting program so they will be inspired!

3. Invitation Process for Guest Hosts

- By personal invitation through a phone call, zoom meeting, or in-person visit, please invite your guests, and secure their attendance by reminding them one week before the event.
- Use the event invitation cards or the script to invite your guests, via email or phone call. A registration link will be located on the [insert organization's] website homepage to easily register your guests. Please collect names and email addresses if they require assistance so that you can register them at the site or ask them to go to the link on the homepage to register.
- An email from the registration system will be sent one week and then the day before the event as a reminder.

If you need assistance, or would like for our staff to register you, or have any questions, please contact _____.

4. Talking Points for Guest Host Committee members to Invite Guests

Hi (Name of Guest you would like to ask to attend the event.)

- Have you heard about the [insert cause] project at [date/time] in [location]? (Email the link to the project homepage to share more information or share the project brochure if they want more information.)

- We are having a fun event to kick off the project. It's FREE and we would like you to join us.
- It is only a 2-hour event. We will have great appetizers and refreshments with a cash bar provided along with an inspiring video. Everyone will be asked to consider a pledge at the event, but it is up to you if you want to give.
- We are signing up our guests with [insert registration link]. Would you like me to sign you up? An email reminder will be provided. If for some reason your plans change, please let us know for planning purposes.

5. Instructions for Guest Hosts for what to do at the event.

The event will be brief, and we will begin on time. Please arrive by [insert time] to check-in.

- Visit the Registration table upon arrival
- As you are able, greet your guests as they arrive. All guests will be arriving at about the same time. Encourage them to enjoy the beverages, appetizers, and treats. Remind them to please be seated in time for the program at 6:30 pm. Assist with getting guests moving to their seats at 6:20 p.m. so the program may begin on time.
- Enjoy the program.
- Please set an example for your guests and those around you by completing your own pledge card after the event - even if you have previously pledged. (We won't count it again if you have already pledged.)
- Volunteers will be at the doors to collect pledge cards, and we will also have a pledge box for you to insert your completed pledge cards.

Thank you for helping us invite guests to the event!

Week 9

1. Create a script for the event.

- The script for the event is one of the most important elements of the event. It helps to ensure there are no duplicate sections of the event and helps keep everyone on track, so the event is indeed short and sweet.
- Begin writing the script for the event. See the Addendum for an example. The script takes a lot of time to create. Be sure to allocate six to eight weeks for this activity.
- The first step is to identify those who could be speakers. Identify people who are: comfortable speaking, leaders in the community or the organization, and those who will follow the written script. Here are some examples:
 - o Executive Director
 - o Board Member
 - o Co-Chair of project/Volunteer or captivating leader
 - o City/County/State representation of your cause
 - o TV/Radio personality to emcee the event

2. Create a pledge card drop box.

Identify or make a pledge card box where pledge forms can be securely collected as well. Don't forget to arrange to bring envelopes in which the pledge form can be placed. We recommend not having a person collect the pledge cards. A physical, secure location is best.

3. Ask your speakers to participate.

After you've asked your chosen speakers and they've agreed, ask each speaker to write a proposed section of the script. This step should take at least one to two weeks for the speakers to draft their script. Give your speakers guidance to the length of time for their scripts per this list:

- Remember, the focus areas of the script include.
 - o Welcome & Thank you - Emcee (3 minutes)
 - o Background of the Organization (5 minutes)
 - o Supporting the Mission (4 minutes)
 - o Financial/Sustainability Focus (4 minutes)
 - o Exciting Announcement (3 minutes)
 - o How to Meet the Match (2 minutes)
- We recommend identifying someone in news or radio to be the host.

3. Create a printed program.

One idea is to have the program on one side and the pledge form on the reverse side. Please see Addendum to an example.

The program should be created one month to several weeks before the event.

Plan on the size of the program being 3x8. The design of the program should incorporate the logo, event program, and the themes. The program should follow the organization's color palette and branding.

On the program side, include the topic on the program with the name of the speaker who is talking about that topic. Following the name, include their professional title, followed by their role in the organization.

On the pledge side, include three sections: (1) amount offered in support of the project, (2) donor method of payment, and (3) donor information.

- Amount Supporting the Project: This section will identify the amount of the pledge and if it is a one-time gift or if it will be distributed throughout multiple years. There should also be a section for donors to choose if this is a tribute or "in honor" gift.
- Donor Method of Payment: This section will identify how the pledge will be paid. Make sure you have all pertinent information including the CVV or CVS number on payment cards.

If you have Square payment technology or something similar, arrange for a staff member in finance can help take gifts and pledges after the event.

Donor Information: This section will include the contact information of the individual who is making the pledge. When someone wishes to be anonymous, it is very important that only a handful of individuals know who this person is. These anonymous individuals' names shouldn't be shared with the committee, but rather just the leaders of the project, the executive director, and individuals collecting pledge cards or payments.

Week 10

1. Coordinate signage around the event.

Here are some examples of where signage is helpful:

- Registration table
- Pledge form box
- Food/drink areas
- Information table
- Any other directional/informational sign that may be needed

Week 11

1. Identify volunteers needed. Write out a plan.

- Volunteers are needed to help with registration. Consider breaking registration into groups to avoid a bottleneck as people enter.
- Identify volunteers that will be greeters as well.
- Do you need volunteers to direct people throughout the venue?

2. Put the script sections together.

Place each section in the appropriate order. Begin by removing duplicate references if applicable.

- Create segues so the script begins to flow.

Week 12

1. Check your budget.

Make sure it's on track!

2. Create an acknowledgement letter.

Be sure to update the letter with your progress every month or quarter to show your progress. We encourage you to create multiple versions for:

- Cash donations
- Payment on pledge
- Pledge first installment
- Pledge

3. Practice the script.

Read the script aloud to yourself first. Identify any choppy areas and cut extraneous information if it is too long. Make sure its length is around 30 minutes. If it is longer, you need to cut content. This should include time for a video.

4. Check the quantities of your printed materials.

- Brochure
 - You should print enough (plus extras) for the number of attendees you're expecting
- FAQ
 - 40-50 copies should be sufficient
- Case Statement
 - 20-30 copies should be sufficient
- Any other documents you may consider for an informational table.

Week 13

1. Do a read-through of the script with the group that is presenting.

Make updates or notes in real-time to ensure you can incorporate the necessary feedback.

2. Write a press release that announces the event, to be shared later that night or the morning the day after the event.

Create a press release that announces the focus of the event and shares the total amount raised.

3. Check in on the Challenge Grant.

The goal is to have some funds raised or seeded before the event. When a Challenge Grant is in place, it will develop confidence and credibility.

4. Identify a tech person for the event.

Wherever you're hosting an event, be sure to arrange to have a tech person present. The tech person should have both the script and the PowerPoint, so that a general short introduction accompanying PowerPoint slides can be changed as needed according to the script.



Week 14

1. Distribute the media release about the event.

This should happen one week before the event.

2. Run through again the other items that are needed throughout the venue.

- Registration table at the entrance
- Project materials table
- Pledge box clearly labeled to receive pledge cards

3. Create a PowerPoint presentation for the program.

- The program will be about 30 to 40 minutes long, so you don't want to bore your audience with a lot of slides. Plan for about 20 to 25 slides at the most.

This is the order we suggest for your slides so that they fit with the program outline:

Slide 1 Opening slide: Consisting of your organization logo and slogan/tagline.

Slide 2 Mission: Share the organization's mission statement.

Slide 3 Vision: Share the organization's vision statement.

Slide 4 The Goals: Share the goals of the project or annual fund

Slide 5 The Solution: Share the solution the project will achieve.

Slide 6 Impact to Date: Share the impact the organization has made on the community to date.

Slide 7 Staff and Board Members: Share the names of staff and board members.

Slides 8-11 Thank the Project Volunteers: Name the volunteers in alphabetical order categorized by which group they volunteered in, if applicable.

Slide 12 Phases: Share the phases of the project, if applicable.

Slide 13 Renderings: Share the rendering image of what the building will look like once complete.

Slide 14 Placeholder: This could be a slide used for any clarifying questions.

Slide 15 The Need: Share what the need is for the community and organization.

Slide 16 Financial Focus: Share the financials of the project and why this is a good use of money.

Slide 17 Video

Slide 18 Challenge Grant: Share the details of the challenge grant and who is participating.

Slide 19 Challenge Grant Timeline: Share the due dates of the challenge grant for the community.

Slide 20 Thank You Donors: List of donors by name to the project to date.

Slide 21 Every Gift Matters. Every Gift Counts.

Slide 22 Share the Donor Recognition Groups

Believer \$500,000 and More

Navigator \$250,000 - \$499,999

Slide 23 Mentor \$100,000 - \$249,999

Benefactor \$50,000 - \$99,999

Slide 24 Collaborator \$25,000 - \$49,999

Founder \$10,000 - \$24,999

Slide 25: Facilitator \$50,000 - \$9,999

Supporter \$1,000 - \$4,999

Slide 26 Will You Join Us? Include an image of the rendering.

Slide 27 Thank you! Include the project logo, contact email, and the address of the organization.

Week 15

1. Write PSAs for radio and distribute.

These are free.

- Here's an example:

YOU DON'T WANT TO MISS THE {THEME OF EVENT} ON {DATE} FROM FIVE THIRTY TO SEVEN THIRTY P-M. JOIN US AT THE {NAME OF VENUE} AS WE COME TOGETHER TO CELEBRATE {GOAL OF EVENT} AND {LOCATION}. ENJOY APPETIZERS, A CASH BAR, AND A SHORT PROGRAM HIGHLIGHTING THE IMPACT {OF YOUR ORGANIZATION.}. REGISTRATION IS REQUIRED. BUT SPACE IS LIMITED SO REGISTER TODAY! AT{WEBSITE}. FOR MORE INFORMATION CONTACT [NAME] AT [EMAIL] OR CALL [PHONE]. RESERVE YOUR SPOT TODAY!

2. Assemble materials.

Identify if materials can be placed on the chairs of the event location. We recommend the event program, a brochure, and a pen to keep the materials together.

- Coordinate assembling the pen, brochure, and program before the event.

3. Identify the "day of" tasks.

- Bring enough brochures to distribute at every seat.
- Pens will help keep together the brochure and program.
- Bring an emergency event kit of clear tape, duct tape, scissors, extra card stock for signs, extra blank name tags, a sharpie, and any other items you may need.
- Bring a binder for the script.
- Print the script and three-hole punch it for the binder for easy transport.

4. Send a reminder email to registrants.

This is a very short and sweet email that reminds registrants of the event and event details.

5. Remind event speakers about full run through.

The day of the event there will be a full run through to work out any kinks. Do not skip this step.





Week 16 - EVENT DAY!

1. Send a "day of" email reminder.

Send a short email to registrants reminding them that the event is today!

2. Complete a full run-through.

Schedule a complete run-through on the day of the event. We suggest around 3 p.m. for adequate time before the start of the event to identify any problems and correct them.

- This rehearsal should take about 45 minutes. Stop and make changes to the script as needed. Be sure to have one copy of the script at a podium or something similar. Participants of the event will not keep their own script. If anyone needs a reminder or anything specific, it needs to be written on the main copy of the script. Bring a binder to easily transport and make changes to the script.

3. Distribute the press release the day after the event.

This press release will include the amount that was raised at the event.

Week 17

1. Promote Challenge Grant.

Promote through email and ask those who attended the event to pledge. Be sure to remember that the best way to secure a pledge is by personal follow-up. Have your Board divide and conquer to call, email, and text those who attended to encourage them to participate in the Challenge Grant. Don't forget to promote it on social media too!

2. Promptly Thank Donors.

One of the most important steps. Be sure to promptly thank your donors, your in kind donors, if applicable, and any other people or organizations that supported your event.

Week 18

1. Promote Challenge Grant.

Be sure to use your newsletter to promote the Challenge Grant! Don't forget to remind your social media audience too!

2. Update your volunteers.

Share with them the progress of the challenge grant since the event.

Week 19

1. Promote Challenge Grant.

Remind those who haven't pledged but who attended the event that there's still time to join the Challenge Grant! Be sure to remember that the best way to secure a pledge is by personal follow-up. Have your Board divide and conquer to call, email, and text those who attended to encourage them to participate in the Challenge Grant.

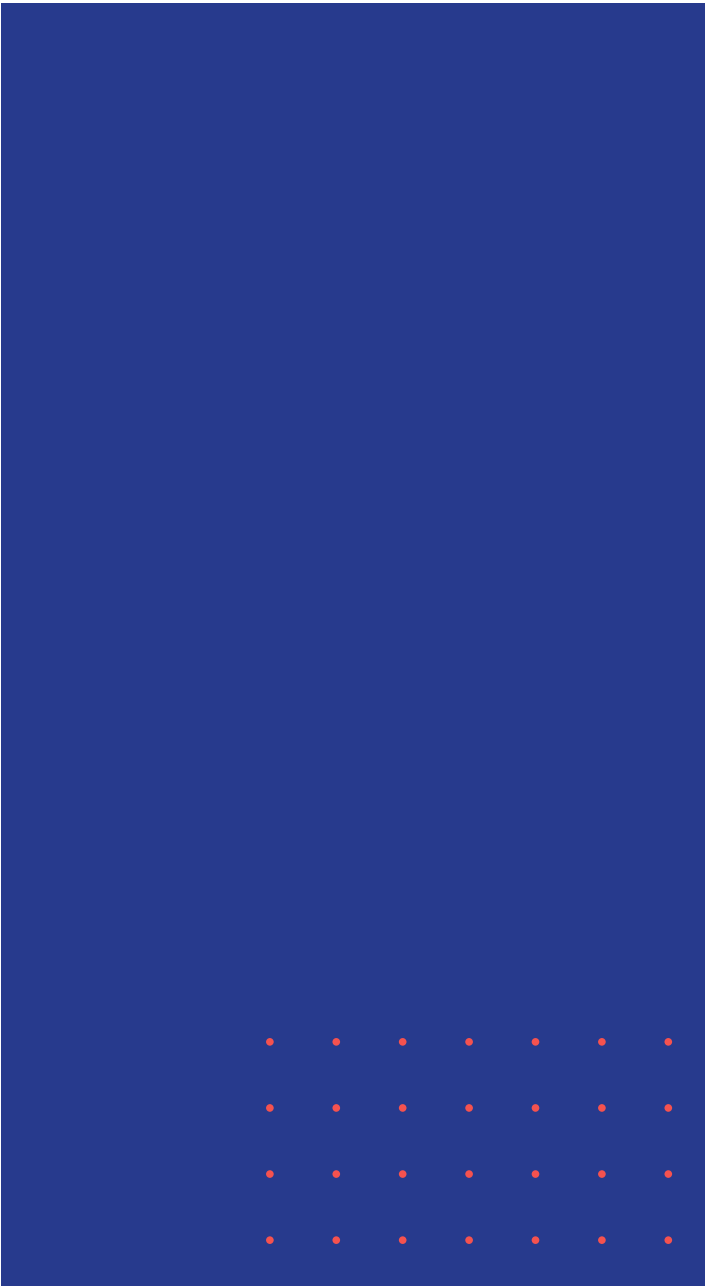
Week 20

1. Promote Challenge Grant.

Share a "Last Chance" message to those who haven't pledged yet that there's still time to help meet the Challenge Grant. One more reminder on social media, too! This is the last reminder. The Challenge Grant deadline should be one month after the event day.

2. Celebrate Your Success!

Please don't forget to celebrate your success.



Addendum

Event Checklist

Venue

- Reserve space for ___ guests
- Contracts
- Budget status
- Number of serving tables for food and bar set up
- Large screen and podium for speakers and sound system secured
- Decorations
- Signage
- Seating
- Check-in tables

Program

- Save the dates
- Give away - Often a pen to clip to the program
- Pledge card & envelopes
- PowerPoint slides for event
- Program design
- Online registration program
- Testimonial speakers
- Emcee
- Speakers
- Video debut

EVENT HOSTS

- Guest Hosts – All committee members inviting guests
- Scripts to invite guests
- Scripts to remind guests
- Guest Hosts Meeting

REHEARSAL

- Sound test before the event
- Full run through the day of event

VOLUNTEERS

- Volunteers to help with registration
- Volunteers to help as greeters to volunteers to gather people to their seats when the program is ready

FOOD

- Sponsor to help with costs of about \$500 to \$1,000 each in-kind

- o List all here with what they are providing
- Ideas: Heavy hours d' oeuvres. Treats. Gluten Free options. Vegetarian.
- Location of food and beverages.
- Committee to help set up. More volunteers.

BEVERAGES


- Signature drinks & prices
 - o Wine
 - o Beer
- Drinks
 - o Water
 - o Non-alcoholic
- Signs at all beverage stations

INVITE/SAVE THE DATE TIMING & AUDIENCE

- Save the Date
 - o Paper or email?
- Email invite
- Social media invites
- Newsletter invite
- Press release for day of

Program

Front & back



LAUNCH PROGRAM

Welcome & Thank You – Emcee
Name, Title

Background of Hope Village
Name, Title


Supporting the Unsheltered
Name, Title

Financial Stability
Name, Title

Exciting Announcement
Name, Title

How You May Help Meet the Match
Name, Title

Thank you for attending!



SUPPORT THE WELCOME HOME CAMPAIGN

☐ One-time gift of \$_____

☐ Total pledge of \$_____

Pledge to be paid: ☐ 2 Years ☐ 3 Years ☐ 4 Years

TRIBUTE INFORMATION

Make your gift a tribute ☐ In Honor of ☐ In Memory of

Name(s)_____

DONOR INFORMATION

Name_____

Address_____

Phone Number_____

Signature_____

(All contributions are tax deductible. This pledge is a commitment to give the amount specified.) ☐ I would like my gift to be anonymous.

DONOR METHOD OF PAYMENT

☐ Check – Make checks payable to THE WELCOME HOME CAMPAIGN

☐ Credit cards visit: www.hopevillagechippewafalls.org

☐ Qualified Charitable Donation

☐ Required Mandatory Distribution

☐ Stock Transfer – Choose one: ☐ Please contact me. ☐ My financial representative will contact you.

☐ Matching Gift from Employer:

Company Name_____

City_____

State_____ Zip_____

Email_____

Date_____

Event Invitation Press Release

News Release

Welcome Home Campaign Launch Event Announced for Hope Village

For Immediate Release:

Contact:

Hope Village will host a free public launch event on [date] at [time] at the [location]. The 2.7M capital campaign will support maintaining a small community of temporary and transitional Tiny Homes in addition to building and maintaining affordable housing duplexes and six-plexes.

The purpose of Hope Village is to provide temporary and affordable housing to the increasing number of unsheltered individuals and families in the Chippewa Valley. Hope Village offers case management and supportive services to temporary housing guests. Guests develop a Secure Living Plan that includes financial stability, health resource connections, and permanent housing.

Attendees will enjoy complimentary appetizers during the social hour. Guests will learn what the campaign has fundraised to date, hear a short program featuring details of the expansion and receive information on how to help if they wish.

A brief program will begin at 5:30 p.m. after a social hour culminating with a special announcement and fundraising total reveal.

Registration is required. To register or bookmark the virtual event page to watch it “live” on [date], Individuals are invited to visit [web address].

Committees of 50 volunteers and Hope Village Board, volunteers, and staff have been setting a foundation for the campaign since the beginning of the year. “The need is real when it comes to affordable housing in the area. There is a shortage of affordable housing, with 2,685 individuals who were seeking housing services in 2021,” explained [Executive Director], Hope Village Executive Director. [Executive Director], said, “Chippewa Valley poverty levels are above the state average of 10.3 percent.”

- Other benefits to meet the Board’s vision for the future include:
- Landscape Community Area/Pavilion
 - Playground
 - Operational Contingency/Building Supply/Workshop Construction

“We are looking forward to seeing everyone at the event on October 6th,” said [Board Member], Welcome Home Campaign co-hair. [Board Member], continued, “The committees have been working so hard this past year on bringing the vision of Hope Village to life and we can’t wait to show you the progress we’ve made.”

Details about the project are available online at www.hopevillagechippewafalls.org.

The deadline to register for this free event is [date two weeks before event]. Early registration is encouraged to ensure a seat as space is limited. All contributions to Hope Village are tax deductible. Pledges may be paid over multiple years, up to four years.

For more information about the event or registration assistance, please contact [name, phone, email].

Night of Announcement Press Release

The Welcome Home \$2.7M Hope Village Campaign Raised over \$130,000 at October 6th Event

For Immediate Release: [date]

Contact: [name and phone]

The \$2.7M Hope Village Welcome Home capital campaign launch celebration, held on October 6th, in Chippewa Falls, Wisconsin, announced the campaign has raised \$1,505,000 in pledges and gifts since beginning soliciting prospective donors late last year. In addition, there was \$130,000 raised at the night of the event.

The goals of the campaign are to build and maintain a small community of temporary and transitional Tiny Homes in addition to building and maintain affordable housing duplexes and six-plexes.

[name of emcee] emceed the event for the 260 plus attendees and the 450 people who watched the online live-stream portion of the program.

A \$275,000 donor challenge was announced from several major donors at the launch event. These donors are encouraging fellow community members and organizations who support the unsheltered to consider a tax-deductible gift or pledge that may be paid over four years. A deadline of November, 6th has been set to help secure the additional \$275,000 in cash and pledges. With such generosity the night of the launch event, Hope Village is well on its way to meeting the donor challenge.

[Board Member], says, “Please join me by making a financial contribution to the Welcome Home Capital Campaign. Together we will bring hope and meaningful service to families and adults seeking housing needs. Everyone deserves a healthy place they can call home, with a roof over their head. The need is real, the time in now.”

Campaign leaders are excited about the momentum of the campaign, pleased with the results, and looking forward to continuing Hope Village’s mission to guide their guests to stable housing using a program of sheltering, mentoring, and educating.

For more information or to volunteer to help with the campaign, please call [name and phone]

Example Script Asking Video Participation

Hi,

Thank you again for agreeing to be interviewed for our campaign video for the Welcome Home Campaign. We are grateful for your time.

As a reminder, you will be interviewed at ____ near _____. You can meet the videographer at [location].

Please find below the general questions the videographer will ask you. Please do not attempt to write down your answers or plan what you are going to say in any way.

The best interviews will occur when you share what comes to mind without practicing or rehearsing. Remember it is a videotaped interview, so if you say something you don’t want to be in the video, you can let the videographer know that detail.

We will have plenty of time to review the final product. Not every interview will be used in the same way.

Acknowledgement Letter

Date

Name

Address 1

Address 2

Dear ****:

Thank you very much for your pledge of \$*** to the \$2.7M Welcome Home Campaign for the Hope Village expansion.

Your pledge will help fulfill the important vision of Hope Village, which is to provide temporary housing to the increasing number of unsheltered individuals and families in Chippewa County, as well as construct new opportunities for much-needed affordable housing.

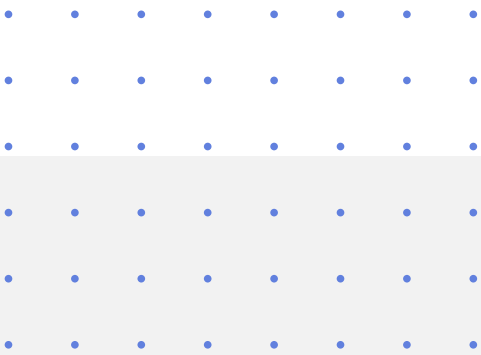
The need for housing opportunities have been a long-standing challenge in Chippewa County. Without Hope Village, our county would be required to continue efforts to provide more expensive and short-term responses. Your support is providing an effective solution to the growing number of persons without adequate shelter and affordable housing – helping our county’s residents with more financial stability, health resource connections, and permanent housing.

No goods or services were received for this contribution. The Hope Village FEIN number is 82-0758024. This acknowledgement will serve as substantiation for your gift and may be used as a receipt for the IRS. Hope Village will remind you of future pledge payments as you indicated on your pledge form. If you wish to alter the remittance schedule or have other questions, please feel free to contact, [Executive Director], at [email and phone].

Thank you again for your generosity!

Sincerely,

Include Board Members, Chair of project, Leaders



Example Questions for Video

Executive Director

- 1. Tell us what is the most rewarding thing about serving as Executive Director?
- 2. What are some stories of how your volunteers have made a difference for the unsheltered?
- 3. What stories could you share about your dedicated staff and volunteers who support the unsheltered?
- 4. What are you most grateful for from the support you receive through contributions and volunteer hours?
- 5. How are you able to meet the needs of the unsheltered?
- 6. This expansion is critical to better serve the unsheltered. Explain what is most important to you.
- 7. What are your biggest challenges as an organization which has precipitated this expansion?
- 8. How do you see the future of Hope Village and the unsheltered?
- 9. Why is affordable housing important to you and to the community?
- 10. What is the most important reason to consider giving or pledging to this campaign?

Additional Organization Staff

- 1. Can you begin by telling me a little bit about yourself? Would you mind sharing some of your thoughts about the impact of Hope Village?
- 2. What are some words that come to mind when you think of Hope Village?
- 3. What are some of the experiences related to healing you have had while working with Hope Village and those unsheltered?
- 4. Can you tell me the process prospective guests need to go through to be able to stay in a tiny home?
- 5. Can you tell me why you believe this expansion is needed? How do you see the unsheltered being able to be helped through the expansion?
- 6. What would you say to donors who are thinking about making a pledge to Hope Village and how it will help the unsheltered?

Volunteer (multiple)/Current Donor

- 1. Tell me a little about yourself please.
- 2. How long have you been involved with Hope Village?
- 3. What are the words that come to mind when you think of Hope Village?
- 4. What are some of the most touching and impactful experiences you have had through working for and with Hope Village occupants?
- 5. What would you say to donors thinking about making a pledge to this campaign and how it will help the unsheltered?

Board member

- 1. Tell me what you love most about Hope Village.
- 2. How do you see the expansion campaign actually helping the unsheltered in the future? Specifically, what does that mean to you?
- 3. Why did you decide to get involved with Hope Village for this campaign?
- 4. What do you feel are the organization’s greatest achievements and goals reached?
- 5. Tell us the most rewarding experience you have had here at Hope Village.
- 6. What is the most touching experience you have had here?
- 7. Why is supporting Hope Village important to you?
- 8. Why is supporting an effort to expand affordable housing important to Chippewa Falls?
- 9. Although giving large gifts helps with the most impact, why is it important to give, even for those on limited incomes who may not have a lot to give?

Co-Chair/Leader of Project/Annual Funder/Leader

- 1. How do you see the expansion campaign helping the unsheltered in the future? Specifically, what does that mean to you? What does it mean to Chippewa Falls?
- 2. What is the economic impact of expanding more affordable housing in Chippewa Falls?
- 3. What do you like most about the Hope Village plan?
- 4. Why did you decide to get involved with Hope Village for this campaign?

- 5. What is the most touching experience you’ve had as it relates to the unsheltered?
- 6. Why is supporting Hope Village important to you?
- 7. Why is supporting an effort to expand affordable housing important to Chippewa Falls?

Professional Role Related to Who/What Your Organization Supports

- 1. Who are the unsheltered in Chippewa Falls?
- 2. You have been in the social services field for many years and know a lot about the needs of the unsheltered. What is the most important part of this project for Chippewa Falls in your estimation?
- 3. What do you think are the economic benefits of this entire project?
- 4. Tell me why increasing affordable housing in Chippewa Falls is important?
- 5. What are some of the county costs associated with supporting the unsheltered?
- 6. What do you like most about the Hope Village plan?
- 7. What words come to mind when you think of Hope Village?
- 8. Why should someone pledge to the Welcome Home campaign?

Someone Served by your Organization (multiple)

- 1. Tell me a little about yourself please.
- 2. How long have you been a guest at Hope Village?
- 3. What are the words that come to mind when you think of Hope Village?
- 4. How did you come to be a guest at Hope Village?
- 5. What has being a part of Hope Village done for your life?
- 6. What would you say to people thinking about making a donation to Hope Village and how it will help people?
- 7. What aspect of Hope Village has helped you the most?
- 8. (Could be one in the same so skip, if needed) What is your favorite aspect of the Hope Village program?
- 9. What do the mentors of Hope Village mean to you?



Slide 13 - Affordable Housing

Person 5: Thank you and the entire Hope Village team. I am a City/County/State Representative. The progress, planning, and implementation of the Hope Village vision have made a true difference in the lives of the unsheltered in our community. But we know there’s still more work to be done, specifically due to the fact that there is a shortage of affordable housing in the Chippewa Valley.

Unfortunately, today Chippewa County is experiencing the highest levels of housing insecurities that we’ve experienced since the 1990s. This is due to many factors including but not limited to the rising cost of living, lack of rental spaces available, and the ongoing challenges that we have faced since the beginning of the pandemic back in 2020.

According to the Chippewa County Council on Homelessness and Hunger the monthly average of individuals seeking housing stabilization services has increased by 153 individuals in just three years. Yes, you heard that correctly. It has INCREASED by 153 individuals, that is not the total.

Slide 14 - The need is real

Let’s take a look at the numbers. In 2019, there was a monthly average of 71 people seeking help. In 2020, there was a monthly average of 99 persons needing shelter. But today, we are seeing upwards of 224 individuals seeking shelter per month!

Now let this sink in. Just last year, an average of 59 individuals and families were turned away EACH MONTH from local agencies, because we didn’t have the help and resources. The statistics are staggering. Our community needs our help.

At Hope Village, we recognize that these statistics don’t always show the full story or need. Sadly, homelessness is often unseen or underreported. The numbers provided are likely even lower than the actual number of families in need. There are people living on a friend’s couch. They live in their vehicles. Or they might pitch a tent for the night. Some are families who are days away from receiving an eviction notice because they have fallen behind on their rent. These are all individuals that may not be included in the data we have collected.

And now, I’ll hand it over to [Project Co-Chair/Volunteer] to explain how this plan makes great financial sense and how it will provide a true intergenerational impact.

Slide 15 - Sustainability focus

Person 3: Hope Village was born out of the faith community but has grown into a powerful resource in the community. The Expansion of Hope Village, means exponentially more families and individuals can experience what it means when the community cares enough to come together and help. I love that this project has become a collaborative community effort among all stakeholders including the County, the City, Businesses, churches, and people of Chippewa Falls who are just like you and me.

Now, to the finances. “Let’s check out those financial plans to see if this is even viable.” We had about 15-20 folks on what we called our Financial Committee, looking at the financial viability and feasibility of the project and the plan. I don’t think “deep dive” gives enough emphasis to the paces this group of people put the financials through. Many of those people are in the room with us this evening. They are fellow business people and community members with financial and accounting acumen. That committee ended up meeting much longer than the other committees, with a dedication to asking the right questions, making needed and necessary changes to the plan and ensuring in the end that we can all feel confident in the viability and sustainability of the plan.

Honestly, if this project did not have realistic sustainability woven into its DNA, I would not be standing up here today speaking with you and co-chairing the campaign.

I love four things about Hope Village and this campaign.

1. The success of Hope Village so far is rooted in the mentor program. It is smartly designed with 2 mentors per guest. It uses a great balance of accountability and community. It’s Grace with healthy boundaries. In the end, people who are homeless need relationships and someone to care. They will do the hard work within those parameters.
2. Second, the leadership and board of Hope Village see the big picture. They have recognized the growing gap in affordable housing and were able to pivot in a way that incorporates both transitional housing and affordable housing within the same community. Capitalizing on the synergies and economies of scale built into the Hope Village Community plan. It's just smart.
3. Third, somewhere between years 3-4 this project sees a positive cash flow. Sustainability on its own produced revenue. Personally, I think a few of the assumptions may be too conservative and the project could be in the black even sooner.
4. Lastly, I love that this is truly the community coming together to resolve issues. We’re working together with the government and not relying solely on one agency to solve these problems. We’re doing it together.

And now, I would like to introduce a video to share more about our story of hope.

Slide 16 - Video

VIDEO EMBEDDED HERE.

Slide 17 - Challenge Grant

Person 4: {Project Co-Chair}

What an incredible video! I hope you found the video as inspiring as we did. Good evening, I am Project Co-Chair/Volunteer [Name], are I am part of the Capital Campaign Co-Chair team.

First, I’d like to provide a little background on how I myself became involved with Hope Village and then I have some exciting announcements I’m looking forward to sharing with you tonight!

Last fall my wife and I were in a big city, and we saw a homeless man lying in the street. I stepped around him and thought nothing of it but later my wife brought it up to me and said she was surprised I didn’t do anything for him. “I grew up in Detroit,” I reminded her. “I’m used to this....we just keep on moving past them.” And that’s really what we think of when we think homelessness, right? People laying on the street begging.

It was during this conversation with my wife that I realized how important the matter was to her. I mentioned this situation to a friend of mine who was very involved with Hope Village, and he asked me if we would be interested in becoming involved as well. That friend was [Board Member]. I tried brushing him off, but he insisted on giving me the case study to read and learn more about the campaign.

To be totally transparent, I read it - but I skimmed and got the Cliff Notes version. [Volunteer] on the other hand read it in depth and when we met with [Board Member] again, the fact that [volunteer] read it and I had just skimmed was very apparent. I could feel the disappointment from both [Board Member] and [volunteer] so I went home, and I really read it. I read it multiple times and I researched the parts I didn’t understand.

Once I read it and took the time to understand it - I was all in. I believe in the investment that we’re making, the work that we’re doing, and the change that it’s helping to make. We’re talking about a whole different demographic of unsheltered individuals than you or I are probably envisioning. People who you might not know are homeless - people living in their vans because they have to choose between feeding their kids or providing a roof over their heads.



I realized how REAL the issue is but it’s invisible in a sense... If you’re closed off to it like I had been. It’s not invisible to my friends who are teachers and helping these students in the classroom. It’s not invisible to the people in the community who seek to volunteer and provide change. And it’s not invisible to me anymore - I see it and I’m happy to be a part of the change that Hope Village is making in Chippewa Falls.

And on that note - let’s get to those big announcements I promised!

The first major announcement I would like to share tonight is that seven generous donors have offered their pledges as a Matching Challenge Grant. What does this mean? This slide provides the definition of a Matching Challenge Grant.

Slide 18 - Challenge Grantors

These generous donors have challenged us to raise another \$275,000 in cash or pledges by matching the gifts that are given tonight through one month from now or [one month from the event].

We are grateful for these generous individuals and businesses. I believe we have representatives in the room who do so much for our area. Thank you! Let’s give them a round of applause.

Slide 19 - Challenge Grant Timeline

If you choose to be a part of helping us move closer to our goal, your gift will provide a catalyst for our giving from now until [one month from the event] – which will prove vital to reaching the match required by our Community Housing Development program requirement and funding applications.

While we are seeking pledges, which may be paid over three years, any form of generosity is welcome. We will take cash gifts, and if you want to contribute more than you wish to give tonight, we will take a pledge for the remaining amount. We’ll be very happy with whatever works best for you.

Now [Board Member] will share more about each of our Giving Societies.

{Board Member}

It goes without saying that this event would not be possible without the persons, businesses and foundations listed here.

Thank you, Project Co-Chair/Volunteer. I’m so grateful that you agreed to serve with me on the Welcome Home Capital Campaign.

Slide 20 - Major Donors To Date

Let’s thank these donors.

Slide 21 - Every gift matters

And now, our giving societies.

Slide 22 - BELIEVER and NAVIGATOR Giving Societies \$250,000 to 500,000 and above

Let’s take a look at the first Giving Society. This first category provides a huge impact! Some of you may be part of a major corporation, organization, or private foundation that may be able and willing to give a significant gift.

Slide 23 - MENTOR and BENEFACTOR Giving Society \$50,000 to \$249,999

The next levels may be more possible to consider for those of you associated with other businesses, groups or families who want to pool together to give a gift in the category. The impact of those who give in these Giving Societies will significantly increase our ability to complete the Hope Village Expansion.

Slide 24 - COLLABORATOR and PARTNER Giving Societies - \$10,000 to \$49,999

We have a number of donors who have made pledges in this category. These donors have set their sights on helping end homelessness in our community.

Slide 25 - FACILITATOR and SUPPORTER Giving Societies - \$1,000 to \$9,999

A number of donors may wish to give in this area which will provide a huge impact for this campaign. Many of you participating in this category will really help this project take off.

Slide 26 - Every gift counts!

It takes commitments by many to reach a campaign goal. Truly every dollar counts. Just think of putting aside \$1 dollar per day over three years. What would that look like. Well, that could become a total \$1,000, as it is only. 92 cents per day. All pledges deliver the impact needed to provide the match for the needed match for our funding sources.

And remember this. ALL gifts - of any amount - are greatly needed and appreciated.

There is a donation box downstairs that is clearly marked near the front door. You may complete your pledge on the back of your program and place it in an envelope. Feel free to give the pledge or even a check, if you choose, to one of our campaign volunteers.

We just ask you to return your pledge by the [one month from the event] deadline, so we may take full advantage of our matching challenge grant.

If you choose to write a check tonight, you may make it out to the Welcome Home Campaign.

If you would like to give stock, land or something else, please write on the campaign pledge form for us to contact you if you have other ideas to share.

I would like to share one more personal story. A couple of years ago, two friends, who are teachers, told me about their concern over the growing number of students who are experiencing unsheltered living conditions. I couldn’t believe it – and now I know it has only gotten worse. That message really tugged at my heart strings. So, when I was asked to serve on the Hope Village Board I enthusiastically said yes. It is easy to stay motivated and dedicated to the Hope Village Vision - a community free from homelessness.

I humbly have two requests for everyone here to celebrate the event of the Welcome Home Capital Campaign. First: – Share the message about the growing problem of unsheltered living conditions and lack of affordable housing that Hope Village plans to address with your friends, family, and co-workers. Second: Please join me by making a financial contribution to the Welcome Home Capital Campaign.

Together we will bring hope & meaningful service to families and adults seeking housing needs. Everyone deserves a healthy place they can call home, with a roof over their head, where they can shower, eat & sleep. THE NEED IS REAL, THE TIME IS NOW

On behalf of the Hope Village Board of Directors and over 50 Welcome Home Capital Campaign Volunteers, thank you attending our event.

Slide 27

Person 6: SOOO, Would you like to hear what we have secured in pledges and gifts so far??! (Applause)

“Well, we can do better than that! Who wants to hear what we have raised so far?” {Applause!}

Our total is just over (amount) from 16 donors. And we’re just getting started!

OK, that’s better.

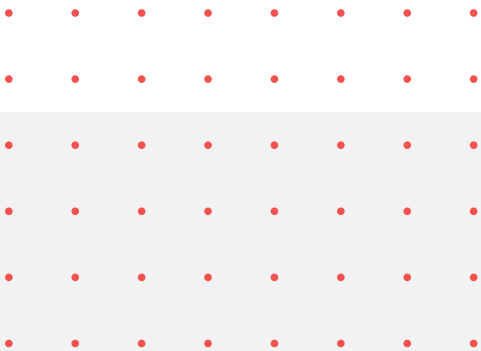
We hope you will be inspired to help meet our Matching Challenge Grant.

Slide 28 - Join us!

Final Encouragement!

Please continue to enjoy beverages and appetizers. Thank you for coming, and Good Night.

Slide 29 - Thank you for considering a gift



Week 1	Set your goals. Determine the budget. Create one document to coordinate all details. Discuss date options. Identify venue options. Other considerations. Hire a videographer.
Week 2	Identify food and drink vendor options. Keep decorations simple.
Week 3	Check your budget. Secure videographer.
Week 4	Plan a Challenge Grant. Create the event invitation.
Week 5	Complete a walk-through of the venue.
Week 6	Write an invite press release.
Week 7	Identify a small, branded promotional item.
Week 8	Check your budget. Create a Guest Host Committee. Invitation Process for Guest Hosts Talking Points for Guest Host Committee members to Invite Guests Instructions for Guest Hosts for what to do at the event.
Week 9	Create a script for the event.
Week 10	Coordinate signage around the event. Create a pledge card drop box. Ask your speakers to participate.

Week 11	Identify volunteers needed. Write out a plan. Put the script sections together. Create a printed program.
Week 12	Check your budget. Create an acknowledgement letter. Practice the script. Check the quantities of your printed materials.
Week 13	Do a read-through of the script. Write a press release that announces the event. Check in on the Challenge Grant. Identify a tech person for the event.
Week 14	Distribute the media release about the event. Run through again the other items that are needed throughout the venue. Create a PowerPoint presentation for the program.
Week 15	Write PSAs for radio and distribute. Assemble materials. Identify the "day of" tasks. Send a reminder email to registrants. Remind event speakers about full run through.
Week 16	Send a "day of" email reminder. Complete a full run-through. Distribute the press release the day after the event.
Week 17	Promote Challenge Grant. Promptly Thank Donors.
Week 18	Promote Challenge Grant. Update your volunteers.
Week 19	Promote Challenge Grant.
Week 20	Promote Challenge Grant. Celebrate Your Success!