



## 3rd Party Event Planning Tips

### *1. Determine the type of event you wish to host.*

Think about: What kind of event are you holding? Who will attend? Keep in mind that your event should generate goodwill, excitement and enthusiasm! See Fundraising Ideas for inspiration.

### *2. Set the date and location.*

Plan ahead to promote the event! Schedule your event for a day, time and location with Jane Doe No More to make sure it doesn't conflict with another event.

### *3. Set fundraising goals and a budget.*

How much can you afford to spend for the event? What will you need? Some of the usual costs associated with events include the venue, food, drinks, decor, marketing (printing/postage), giveaways and labor. Maintain good records, keeping track of all income and expenses. Also, expect the unexpected, extra expenses will come up — so plan ahead. Remember, the lower your costs to produce the event, the higher your contribution will be.

### *4. Submit a 3rd Party Event Agreement.*

A Jane Doe No More staff member will contact you to review any issues or concerns and will provide you with guidance and feedback on your proposed plan. Please determine legal, insurance, liability, permit and safety issues you may need to address prior to submitting your form.

### *5. Develop a publicity/promotion plan.*

Great publicity and marketing are key to a successful event. Press releases, flyers, posters, will help generate awareness and excitement about your event. Social media is free! Make sure to use it to your advantage.

### *6. Create a "Day of Event" agenda and checklist.*

With proper planning, you can have a fun and successful event. Don't forget to assign a task to all your volunteers.

### *7. Host the event!*

Make sure during the event that you play host/hostess, work the room and keep the event, conversation, food and drinks flowing! Don't forget to take plenty of pictures of your event, and post them on different social media channels as the event is taking place. This creates interest for your group/business as well as Jane Doe No More.

### *8. One to five days after the event.*

Send thank you notes to donors, volunteers, speakers, photographers and all supporters of the event. Complete written evaluation of the event with suggestions for future events.