



Helpful hints for planning a successful event

Two Heads (or more) Are Better Than One!

Planning an event takes a lot of work – so share the responsibility with a planning committee. Make sure to define clear duties for each committee member and hold meetings throughout the planning process to ensure everyone stays on track.

Set Goals

Establish realistic and measurable goals for attendance and dollars raised. Write those goals down, communicate them to the whole team and refer to them often.

The Guest List and the Details

The key to a successful fundraising event is to invite people you know. Plan your event with your friends in mind. What kind of event would your friends and acquaintances like to attend? How much will they be willing to pay to attend? What theme or special element would set your event apart from others you've attended?

Timelines are Important

There is a lot to do and never enough time. Create a timeline of deliverable dates for each planning committee member and be sure to work in extra time for last minute delays.

Budget is Also Important

In order to be successful, a fundraiser must develop a detailed budget of expenses and income. Scrutinize expenses thoroughly and get estimates in writing. Put together a list of personal contacts and ask their business for help in providing needed services for your event, such as venue, food, decorations or rentals. Keep close track of actual spending and income throughout the process.

Generate Interest and Excitement

Use flyers, e-mail, social media and ads to spread the word about your event to the community and to your network. Of course, the best advertisement is word of mouth. Tell your family, text your friends, talk to your favorite clerks and baristas, or invite your insurance agent! **But remember, any use of the LSS logo or name or program logo or name must be approved by LSS before materials are printed and distributed.**



Tips to raise the most money

Auctions & Raffles

Auctions, games and raffles are a popular way to raise even more money at your fundraising event. The best raffles and auctions feature items that tie back to the cause or reflect your community's unique interests.

Turn Attendees Into Fundraisers

While your attendees are inspired and feeling great about helping people in need, challenge them to rally support from their networks. This helps you extend the reach of your event and creates powerful fundraisers.

Additional Gifts

Make it easy for attendees to learn about your event online and offer them the chance to give an additional gift while you're at it. These supporters are already excited about the cause and will likely be happy to donate. Include a link to our website where donors can donate.

Feature a Testimonial

Stories are the most impactful way to drive action. If you have a personal connection to an issue, tell your story in your own words. If not, use a client story from the LSS website (www.lssnetworkofhope.org) to tell a compelling and personal story of hope.

Make the Ask

One of the main reasons people don't give to charity is because they were never specifically asked to donate. People expect that this type of request will happen at a fundraising event, so do your best to make the most of the special platform you have to present to the group and request their support.

Lead By Example

Let attendees know how important this cause is. Be the first to make a donation.