



Team OMF Canada

Independent Fundraising Guide
Sample Social Event Timeline

6 Months Before Event

Done	Task	Notes
	Organize committee-meeting schedule.	
	Create preliminary budget worksheet (sample included in guide below). Determine your fundraising goal.	
	Secure event location and date.	
	Recruit committee members. (A volunteer professional event planner would be a huge asset.)	
	Assign committee tasks.	
	Brainstorm a target list to solicit corporate sponsors.	
	Develop event theme.	

5 Months

Done	Task	Notes
	Hold committee meeting.	
	Personalize all Team OMF Canada sample forms for distribution.	
	Begin to solicit and secure corporate sponsors.	
	Meet with key sponsors/volunteers/supporters.	
	Develop a public relations plan. (Include social media!)	
	Develop auction strategy, if applicable.	
	Brainstorm in-kind sponsors for food, beverages, printing, advertising space, etc.	
	Secure entertainment, if applicable.	
	Work on mailing-list for invitation/ticket sales.	

4 Months

Done	Task	Notes
	Hold committee meeting.	
	Solicit auction and raffle items, if applicable.	
	Send out corporate sponsorship letters. Follow up with personal phone calls to prospective sponsors.	

	Work with corporate sponsors to promote the event internally.	
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3 Months

Done	Task	Notes
	Hold committee meeting.	
	Develop theme into decorations and possible activities at event.	
	Solicit auction and raffle items, if applicable.	
	Create flyer to promote the event.	

2 Months

Done	Task	Notes
	Purchase decorations.	
	Promote event to high-traffic establishments (coffee shops, grocery stores, etc.)	
	Contact local media (radio, TV, newspaper) to promote event.	
	Collect auction and raffle items.	
	Develop logistic strategy for the day of the event.	
	Design invitations.	

1 Month

Done	Task	Notes
	Email or print and mail invitations.	
	Share the event on Facebook, Twitter, and Instagram. Tag OMF Canada. Use the CrowdChange link to drive registration and donations.	
	Create a schedule of tasks for the day of the event.	
	Recruit additional volunteers for the day of the event.	
	Assign volunteer Jobs for the day of the event.	
	Deadline for auction and raffle items, if applicable	
	Prepare auction/raffle items for the day of the event.	
	Coordinate registration procedure (determine who should track and monitor registration and who should receive regular registration and donation updates).	

Post-Event

Done	Task	Notes
	Share photos from your event on Facebook, Twitter, and Instagram. Tag OMF Canada so that our followers can share in your success.	
	Wrap up/evaluation committee meeting.	
	Send any local news-clippings from the event to OMF Canada.	
	Send thank-you notes to chairpersons, key volunteers and all donors.	
	If event was not run through CrowdChange, send final check or checks to OMF Canada.	
	Share the event evaluation with OMF Canada.	

Ongoing

Done	Task	Notes
	Cultivate relationships with key volunteers and interested participants. Communicate regularly with committee.	
	Keep a detailed excel spreadsheet of participants and teams (if you are using CrowdChange , you can download reports as often as you want.)	
	Record the money collected onto event spreadsheet (again, if you are using CrowdChange , you can download reports as often as you want).	