

CHOCO'S EVENT PLANNING GUIDE



BRAINSTORM an event that is easy to execute for you. If you've never planned a poker party, we don't encourage you to try it for the first time now. Capitalize on your strengths and your network. Contact a CHOC member if you need help coming up with an idea.

START EARLY: You'll need time to secure a location, in-kind donations, and more. Don't delay your planning.

DEVELOP A PLAN outlining the costs, deadlines, promotion strategies, revenue drivers, and so on. Over-estimate your costs and under-estimate your revenue. It's better to be surprised at your success than disappointed in the outcome.

DELEGATE tasks to your team members so the planning doesn't fall on one person. Who is good at graphic design and can make a flyer? Who has connections in the community to get food donated? Play to your team member's strengths.

SECURE as much donated products as possible to keep your costs low, allowing the money you raise to benefit CHOC rather than cover costs.

KNOW YOUR AUDIENCE and think about how to best promote your event - social media, an e-vite, physical flyers, etc.

KEEP THE MISSION AT THE FOREFRONT by sharing your personal story about why you're supporting CHOC and how important it is to raise funds. Invite a patient to speak if possible.

DOUBLE DOWN on your fundraising by incorporating additional fundraising methods such as raffle prizes, silent auction items, or a wine pull.

THANK your donors and supports appropriately. Do sponsors need recognition at the event? Each attendee should be thanked post-event.