

Planning Timeline & Tasks

Associated Documents

3-5 MONTHS IN ADVANCE		
<i>Submit a Special Event Application</i>		
<i>Participate in a Coordinator Conference Call</i>		
1. Brainstorm event ideas. There are all types of events and they can include a variety of activities.		Coordinator Handbook
2. Finalize the date and location of your event		
3. Set your fundraising and participation goals.		
4. Discuss any questions or concerns you have about the event.		
5. Start a binder or file where you can store all of the relevant data for your event.		
6. Complete and submit your coordinator application		Coordinator Application
<i>Secure a Site for your Event</i>		
1. Contact sites to check availability and pricing.		
2. You will most likely be required to fill out a Special Events application or permit.		
3. Applications can either be completed by the local coordinator or DSF staff.		
4. If the coordinator completes the application, it should be reviewed by a DSF staff member before it is submitted.		
5. Some location will require a Certificate of Insurance (COI). Please submit the insurance requirements to DSF staff and they will secure the COI).		
6. Once your date and site have been secured, DSF staff will set up your event-specific registration and fundraising site. This is the main tool for your event. You can share the site via social media and by email to encourage registration and donations for the event. After participants register, they can set up a personal fundraising page that they can use to help fundraise and promote the event.		
<i>Begin Recruiting your Committee and Planning your Event</i>		
1. Work with your committee to decide what "extras" you would like at your event (i.e., raffle, silent auction, special guests, kids' activities, refreshments, etc.)		
2. Form subcommittees and define their roles for the event. Dividing the work will make it easier for volunteers and less stressful for the coordinator.		
3. Give committee members a list of goals, a timeline and any supporting documents they may need.		
4. Begin looking for volunteers for the day of the event. Church groups, high school clubs and sports teams are often good places to start.		
5. The Fundraising Committee and DSF staff are always available to help with questions or suggestions to help make the event run smoothly.		

3-5 MONTHS IN ADVANCE (continued)		
<i>Secure Event Sponsorships</i>		
1. Discuss what sponsorship levels and benefits will be most appealing for your area with a member of the Fundraising Committee or DSF staff. Benefits should include some form of recognition and perhaps participation in the event.		Local Event Sponsorship Levels & Contract
2. DSF staff will customize the sponsorship levels and contract for your event.		
3. Begin reaching out to local businesses for sponsorship. These can include in-kind donations, such as food or beverages.		
<i>Determine if a Raffle and/or Silent Auction will be included in your event</i>		
1. Each town has its own rules and procedures for raffles and auctions. Contact your local police department or Attorney General for information and to obtain a raffle application. DSF staff can complete the application for you.		
2. Begin soliciting items for your raffle and/or auction. Each donation should have a donation contract to assure we offer proper recognition for the donation at the event.		Auction/Raffle Item Donation Form
3. Fundraising Committee members or DSF staff can offer tips on different types of raffles and auctions.		
<i>Promoting your Event</i>		
1. DSF staff can provide you with letterhead, flyers, or other promotional materials.		Electronic Letterhead
2. Email local DS families, your family, friends and colleagues about your event. Invite them to participate or sponsor a participant.		
3. Have committee members establish a team and recruit members. Encourage them to set a fundraising goal for their team.		Offline Donation Form
4. Add information about your event to community calendars and put up flyers.		
5. Participants can utilize their fundraising page to help promote the event via social media.		
6. DSF will list your event on their website and promote on social media.		
<i>Food and Refreshments</i>		
1. Approach local businesses for donations of food and beverages or a gift card for your event, that can be used for refreshments. Most requests are required at least 90 days before your event. The Fundraising Committee and DSF staff can offer suggestions on places to solicit.		
2. Make sure that donors know that they will be recognized at the event for their donation. We can include their logo on signage or event shirts (if applicable).		
3. Keep it simple - water, coffee, bagels or donuts. Anything else is optional.		

6-8 WEEKS OUT FROM EVENT***Keep promoting your event***

1. Keep promoting event. We see the most registrations 6-8 weeks out from the event.		
2. Start posting regular updates on social media, such as your fundraising goal or team member goal and encourage people to join you.		
3. Set up a follow up call with a Fundraising Committee member or DSF staff to discuss any new questions or concerns on the event.		
4. Make sure to have all of your sponsor logos, so DSF staff can design and order your signage and event shirts (if applicable).		

ONE MONTH IN ADVANCE***Finalize Food and Refreshments***

1. Contact any business who has committed to donate food or beverages for the event. Confirm donation and when item(s) can be picked up.		
2. Make sure you also have other needed items, such as cutlery, napkins, etc.		
3. Contact a Fundraising Committee member or DSF staff if you still need the basics at this point.		

Develop Detailed Day-of-Event Logistics

1. Determine schematics of event day registration and area layout.		
2. Determine logistics for set-up and clean-up.		
3. Decide if you need to borrow or rent any tables, tents, etc., for the event.		
4. Assign volunteer roles & responsibilities.		
5. Work with a Fundraising Committee member or DSF staff to help develop plans, as needed.		

Continue Promoting Event & Recruiting Participants

1. Remember that participants must register 2 weeks in advance to guarantee their event shirt, if applicable.		
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ONE WEEK IN ADVANCE		
<i>Coordinator Kits & Supplies Arrive</i>		
1. DSF staff will send you all of the registration items you need for the event, including event shirts, onsite documents, registration supplies, etc.		
2. Allow time to assemble any participate bags or packets for participants.		
3. You will receive your final online registration list this week via email, based on the day you choose to close online registration. Print enough copies for the registration table.		
<i>Confirm Volunteers and Participants</i>		
1. Call venue contact and confirm event details, if needed.		
2. Call volunteers and any onsite exhibitors to ensure they know set-up and event times.		
3. Confirm any guest speakers or special participants.		
4. DSF staff will send out an email the day before the event to any registered participants with event information and directions.		
<i>Raffle and/or Silent Auction</i>		
1. Confirm you have all the item donations for your raffle or silent auction.		
2. Organize items and print out bid sheets, if applicable.		