

2.1

Fundraising: Recruiting Volunteers to Plan a Fundraiser

Consider more strategic, high impact efforts such as recruiting volunteers to conduct funder prospect research (2.2)

Advantages

- Raises funds to support your organization's work
- Builds your individual and corporate donor lists
- Raises your organization's visibility in the community
- Fun group activity

Challenges

- Requires significant advance planning
- Requires significant staff time to organize
- Must keep volunteers engaged and motivated
- Event must be profitable

Steps to Success



2.1 Plan a Fundraiser!

Establish event committee!

Committee Member (Board member, staff, volunteer):	Committee Role (Sponsor Recruitment, Venue Re- search, Marketing, etc.):

Event Details

DATE:

TIME:

LOCATION:

Delegate tasks and set deadlines!

Task	Point Person	Deadline	Completed?

Keep track of your marketing plan!

Who did you reach out to (Newspaper, tv, etc.)?	What does the ad cost?	Date posted/ aired	Guests Recruited

