

### FIND YOUR WHY:

What is the driving purpose behind your event? Why do you want to raise money for Roswell Park? This answer will help you market your event later and be the driving force behind your event!

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### FUNDRAISING FIRST STEPS:

- Event name: \_\_\_\_\_
- Event date: \_\_\_\_\_
- Fundraising goal: \$ \_\_\_\_\_
- How many guests / participants you are aiming for: \_\_\_\_\_
- Ways you will raise money (ex: ticket sales, raffles, Team Roswell online platform):  
\_\_\_\_\_

### NOW THAT YOU KNOW THAT INFO, IT'S TIME TO CONNECT WITH TEAM ROSWELL:

*We are here to help!*

- If you haven't yet, fill out our **Team Roswell event proposal form** online.
- Your Team Roswell coordinator will help you set up your event online and send you a Fundraising Welcome Kit full of tools to make your event a complete success!
- Ask questions! Your coordinator is experienced in planning events.

### LET'S TALK LOGISTICS:

Now that you are connected with Team Roswell and have your basic event info figured out, it's time to start planning. It is beneficial to start this process 4-6 months before the event date if possible. Here are a few things you'll want to establish:

- **Budget:** You'll want to adhere to a budget to reach your fundraising goal. If you're not sure where to start, email [Amanda.Berg@RoswellPark.org](mailto:Amanda.Berg@RoswellPark.org) for a sample.
- **Planning Committee:** There's no I in Team Roswell! Form a committee to help your event stay on track and be as successful as possible. This will also let you delegate tasks such as:
  - Donation/ sponsor solicitation
  - Volunteer recruitment
  - Logistics
  - Marketing

- **Make a “Day of” Itinerary:** Include what to expect on the day of your event from start to finish. Include important phone numbers and contact information, and print multiple copies to bring to the event! We also suggest including:
  - What time guests and volunteers should arrive
  - Volunteer assignments
  - Designated person to take pictures. This will be helpful to wrap up the event on social media and to help market your event next time around!

## READY, SET, FUNDRAISE!

Once the details are finalized, it's time to get your fundraising moving! Here are a few suggestions:

- Create an online fundraising page! Your donors will be able to donate directly to your shareable link, and our platform tracks your progress! Using a Team Roswell online fundraising page is a great way to stay organized and keep donations in one place.
- Share your story! Storytelling is one of the best ways to capture someone's attention. Now that you've determined your "why," include that in your marketing plan to explain to donors why you are fundraising.
- Create a Facebook event and invite everyone you know! Encourage your friends and family to share it. If you have a budget for marketing, you can even boost your Facebook event so more community members see it.
- Hang posters in your community and at work! You can use online tools to help easily create designs.
- Consistency is key! The more you share and post, the more the social media algorithms will push out your content to your network.
- Check out our **sample social media posts** to get your creative juices flowing
- List your event on free online community calendars like *Step Out Buffalo* and local news stations.

## POST EVENT: WRAP IT UP!

- Saying thank you is a critical step to fundraising! Make sure to thank your team, sponsors, donors, attendees, the venue that hosted you and anyone who provided you support!
- Thank you's can be via email, handwritten note, formal letter, social media post or even sending a small thank you gift! We suggest making it personal, if possible, to help foster good relationships with your donors, sponsors, volunteers, etc.
- Contact [Amanda.Berg@RoswellPark.org](mailto:Amanda.Berg@RoswellPark.org) for Team Roswell branded thank you postcards.
- After your event, your Team Roswell coordinator will touch base with you to find out how the event went, discuss next steps and obtain any photos you'd like to share!

benefiting



**TeamRoswell.org**

