

Fundraising event plan

Event name:

Event dates:

Event Objective:

Promotional launch date:

Price:

Event format:

Target market:

Fundraising goal:

Budget:

No. of participants:

Venue Requirements

Accessibility

Capacity

Location

Technical

Other

Event background, risks and considerations

Staffing / Volunteer requirements

Fundraising event plan

12 Week comms outline

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Week 7	Week 8	Week 9	Week 10	Week 11	Week 12

Promotions plan

Awareness	Engagement	Conversion	Retention
Paid TV	Organic social	Ticket webpage	Email journey
Paid Radio	Direct mail	Event information pages	Incentives
Out of home (billboard etc)	Telemarkting	Ticket Competitions	Merchandise
PR/Media	Email Marketing	Social community	Digital badges
Paid Social	SMS	Social assets	Feedback surveys
Digital Advertising	Editorial	Digital retargeting	Competitions
Webpage	Native content		Impact communications
SEM	User generated content		Thank you comms
Affiliate Marketing			
Influencer Outreach			

