

# Fundraising Event Plan.



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**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**

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         |  |                        |  |                         |  |                       |  |
|                             |  |                        |  |                         |  |                       |  |
|                             |  |                        |  |                         |  |                       |  |

# Fundraising event plan

## RASCI FRAMEWORK

| Activity | Responsible | Accountable | Supportive | Consulted | Informed |
|----------|-------------|-------------|------------|-----------|----------|
| 1        |             |             |            |           |          |
| 2        |             |             |            |           |          |
| 3        |             |             |            |           |          |
| 4        |             |             |            |           |          |
| 5        |             |             |            |           |          |
| 6        |             |             |            |           |          |

## RISK REGISTER

| Risk | Likelihood<br>1-5 | Impact<br>1-5 | Risk Score<br>LxI | Mitigation Strategies |
|------|-------------------|---------------|-------------------|-----------------------|
|      |                   |               |                   |                       |