



Gala Campaign Checklist

A checklist for pre, during and post-event success



crowdrise
by gofundme



Pre-Event

6-12 Months Prior to Event Day

- Choose a budget and a goal
 - How much money are you expecting to raise? What is the minimum amount to cover the upfront event costs?
 - How much will you charge to attend?
 - Are there variable price dates? E.g early-bird, late registration
- Pick a date
 - What season fits best into your fundraising calendar?
 - If the gala is outside, is weather a factor?
 - Are there any other events that conflict with this date?
- Determine location
 - Is the venue an appropriate fit for the type of gala you are planning?
 - Can the venue accommodate the number of people you're hoping to host?

3-6 months Prior to Event Day

- Build your gala landing page
 - Add necessary features, such as Registration and text-to-donate.
 - Customize and brand your campaign
 - Determine how you'll collect donations on the day of the event
- Recruit Personnel
 - Nonprofit staff/ event organizers
 - Day-of staff
 - Volunteers
 - Host of event
 - Entertainment
 - Photographer
- Acquire Sponsorships and begin to promote their involvement
 - How much time do you need to have conversations with potential sponsors?
 - Who is negotiating sponsor terms?
 - Where will sponsor logos be included?
- Order Resources and Supplies
 - Food and drink
 - Decorations
 - Print event programs
 - Banners or signage

Pre-Event Continued

3-6 months Prior to Event Day (continued)

- Purchase Event Merchandise
 - Order raffle items, gift baskets etc.
- Create Communication Plans
 - Special Contests/Sweepstakes and/or incentives
 - Messaging Plans
- Get the word out
 - Spread your campaign and advertise your gala via email and social media
 - Consider any local outlets that are available to you like radio or signage

1 Week Prior to Event Day

- Communicate essential event-day info via email to all attendees, supporters and volunteers including:
 - Schedule/time
 - Parking
 - Need-to-brings
 - Sign in/registration procedure
 - Required attire
- Confirm schedule with vendors and venue
- Prepare and organize event-day merchandise and supplies.

Event Day

- Run a Registration/Participant report for all attendees
- Arrive first
- Make same-day donations available
 - Consider text-to-donate
- Take photos and document the event to promote next year's event

Post-event*

1-2 Days Post-Event

- Make final "ask" for donations
 - Make sure to include the "tangible" impact i.e how will the nonprofit will use the fundraised dollars?
- Post a Campaign Update that includes: total amount raised, goal progress and other encouraging stats like top fundraisers, teams and participants.
- Thank all supporters
 - Send thank you messages via email and on social media

Post-event Continued

2-3 Days Post-Event

- Send post-event survey
 - Did the event meet your participants' expectations?
 - Will registrant return again?
- Send out event pictures, leaderboard times and other event-related news
 - Bonus: Include future VIP events or volunteer opportunities, important campaigns or organizational updates

1-2 Weeks Post-Event

- Personalize messaging to VIPs such as big donors, big fundraisers, sponsors, repeat attendees etc.
 - Make personal phone call
 - Mail a thank you note
- Award prizes (if applicable)

*For more on how to maximize your success after your event, check out our [Post-Event Engagement Guide](#)

Post-Event Evaluation

- Goals and Budgets
 - Did you reach your goal?
 - Were there any unforeseen costs?
 - Did you adhere to your budget?
 - What was your total net donation?
 - What elements were most/least effective in raising funds?
- Participation
 - How many participants attended?
 - Was this more/less than expected (or from years' past)?
 - Did participants find and access the venue easily?
 - Were attendees entertained throughout the event?
- Resources
 - Was there sufficient food/drink/refreshments?
 - Were there sufficient volunteers?
 - Were there sufficient incentives/prizes?
- Problems/ Improvements
 - Did anything go wrong? If so, can this be fixed in the future?
 - How can you scale attendance and fundraising in future?
 - Could you use additional functionality eg. registration, fundraising minimums, or text to donate to bolster your event's fundraising?