# Special Events Checklist

All fundraising events are different. Each will have its own special set of circumstances and requirements.

They do, however, have enough in common for us to compile the following checklist. It's not meant to be definitive, nor will all sections of each category apply to all events.

Use it as you would any planning tool and adapt it to your own particular needs.

|  |  |
| --- | --- |
| **Name of Event** |  |
| Date |  |
| Time |  |
| Location |  |
| Number expected |  |
| Estimated cost |  |
| Projected income |  |
| Key players |  |
| Expected profit |  |

**Communications**

|  | Person responsible | Done? |
| --- | --- | --- |
| 1. Has a running sheet been developed for the event?
 |  |  |
| 1. Has the running sheet been distributed to:
 |  |  |
| * The board/management committee
 |  |  |
| * The CEO and senior staff
 |  |  |
| * All staff involved
 |  |  |
| * Event volunteers
 |  |  |
| * Sponsors and other partners
 |  |  |
| * Media (attached to press release and in press kits)
 |  |  |
| * Contractors for the event
 |  |  |
| * VIPs
 |  |  |
| * Speakers/entertainment
 |  |  |
| * Venue and catering management
 |  |  |
| * Local council/shire and local traders(for road closures, use of public spaces or other traffic/transport/crowd management issues)
 |  |  |
| * Police/SES/St John's Ambulance/ transport companies (as above)
 |  |  |
| * Other key community members, including Indigenous representation
 |  |  |
| 1. Has the running sheet been made available online (with appropriate security)?
 |  |  |
| 1. Have any necessary pre-event briefings been held with stakeholders and participants?
 |  |  |
| 1. Do you have sufficient volunteer support for the event?
 |  |  |
| 1. Do all participants have written instructions and do they understand their tasks before, during and after the event?
 |  |  |

**Publicity**

|  |  |  |
| --- | --- | --- |
|  | Person responsible | Done? |
| Have you promoted your event on your website? On Facebook? On Twitter? |  |  |
| Have all people on your database received a flyer well before the event?  |  |  |
| Has your email mailing list been informed of the event? |  |  |
| Have paid advertisements been designed and space booked, with careful attention to publishing deadlines?  |  |  |
| Have free advertising possibilities been explored and booked, e.g. "What's On" columns online and in the local and daily newspapers?  |  |  |
| Has a media release been written and sent?  |  |  |
| Have key individuals from the media been sent formal invitations?  |  |  |
| Are media kits organised?  |  |  |
| Has a media strategy been developed to handle enquiries if an emergency occurs?  |  |  |
| Are posters designed, printed and placed in appropriate venues? |  |  |
| Are event programs designed, approved and printed?  |  |  |
| Are all printing costs and schedules closely monitored?  |  |  |

**Invitations**

|  |  |  |
| --- | --- | --- |
|  | Person responsible | Done? |
| Is the invitation list/database up to date?  |  |  |
| Has artwork been approved by management and sponsors?  |  |  |
| Are printers booked?  |  |  |
| Is the mailout organised?  |  |  |
| Is the office ready to accept RSVPs by email, by phone and online?  |  |  |

**Venue**

|  |  |  |
| --- | --- | --- |
|  | Person responsible | Done? |
| If necessary, have liquor/gaming/food handling licences been obtained?  |  |  |
| Has parking been organised?  |  |  |
| Is the space appropriate for your purposes?  |  |  |
| If outdoors, has a wet weather contingency been planned? Is the wet weather venue booked?  |  |  |
| Is the venue clean?  |  |  |
| Are all audio-visual requirements, including portable microphones and lighting, available? Adequate? Booked?  |  |  |
| Will there be any other events occurring at or close to the venue that may affect your event?  |  |  |
| Are decorations, including floral arrangements, confirmed and booked?  |  |  |
| Is directional signage organised?  |  |  |
| Has the venue set-up been organised and confirmed, including bannering?  |  |  |
| If necessary, has an area been assigned for a media conference?  |  |  |
| Have you organised a media table?  |  |  |
| Have banners and other promotional material been collected from sponsors and other partners?  |  |  |
| Has a seating plan been organised and approved by management, sponsors and other partners?  |  |  |
| Have table hosts been assigned?  |  |  |
| Are table lists printed and displayed at the venue?  |  |  |
| Has an event registration/welcome table been organised at the venue?  |  |  |
| If necessary, have marquees, trestles, seating and portable toilets been booked?  |  |  |
| Do you need two-way radios?  |  |  |
| Have refreshments been organised for workers?  |  |  |
| Is there a place for volunteers’ bags and other belongings?  |  |  |
| Is there a comfortable, separate area for volunteers to meet?  |  |  |
| Is there wifi? What is the password? |  |  |

**Catering**

|  |  |  |
| --- | --- | --- |
|  | Person responsible | Done? |
| Are special dietary requirements catered to?  |  |  |
| Have you communicated these options to VIPs and guests?  |  |  |
| If necessary, have catering providers been approved by yourselves and any other official groups e.g. council, health department?  |  |  |
| Do you have enough waiting and cleaning staff?  |  |  |

**Talent and VIPs**

|  |  |  |
| --- | --- | --- |
|  | Person responsible | Done? |
| If you're using celebrities or other performers, have all contracts been agreed and signed?  |  |  |
| Have transport and accommodation been agreed on, costed and booked?  |  |  |
| Are performance spaces adequate?  |  |  |
| Do performers and their staging requirements need special set-up and pack-down times? Has this been negotiated with the venue?  |  |  |
| Are staging and AV equipment agreed and booked?  |  |  |
| Is the power supply adequate? Safe?  |  |  |
| Have speeches been written?  |  |  |
| Do you know and can you accommodate the audio-visual requirements of guest speakers?  |  |  |
| Have gifts been purchased?  |  |  |
| Are fees or honorarium payments agreed and budgeted?  |  |  |
| Have VIP refreshments been booked?  |  |  |
| Have appropriate security arrangements been made?  |  |  |

**Recording the event**

|  |  |  |
| --- | --- | --- |
|  | Person responsible | Done? |
| Has a photographer been booked or has someone from your organisation been designated photographer?  |  |  |
| How about a videographer?  |  |  |
|  |  |  |
| Have briefs been written for the photographer and videographer, including key people and activities you want photographed and filmed?  |  |  |
| Have you got waivers or agreements for the people being photographed and filmed? |  |  |

**Prizes, auctions, give-aways and awards**

|  |  |  |
| --- | --- | --- |
|  | Person responsible | Done? |
| Have all required items been ordered/donated? |  |  |
| Have all items been picked up?  |  |  |
| Have arrangements been made for appropriate recognition of donors in programs, speeches, etc and after the event?  |  |  |
| Are rules for winning prizes clear and communicated to all?  |  |  |
| Has the method for giving away prizes been decided? For example raffle, door prizes, seat designation, show bags?  |  |  |
| Have all equipment and stationery been organised?  |  |  |
| Have plaques, certificates, awards etc been designed, ordered, picked up, printed and engraved?  |  |  |
| Have gifts been donated or bought? |  |  |
| Has a presenter/s been designated and briefed?  |  |  |

**Exhibitors**

|  |  |  |
| --- | --- | --- |
|  | Person responsible | Done? |
| Are space and power requirements confirmed with the venue?  |  |  |
| Have exhibitors confirmed display requirements?  |  |  |
| Are contracts and fees finalised?  |  |  |
| Are all exhibitors aware of parking, facilities, rubbish removal arrangements, and set-up and pack-down times?  |  |  |

**Risk management**

|  |  |  |
| --- | --- | --- |
|  | Person responsible | Done? |
| Has a risk management plan been created? |  |  |
| Is the event's insurance coverage adequate? Check with your insurance provider.  |  |  |
| Is there adequate first aid?  |  |  |
| Are security personnel required?  |  |  |
| Have traffic and crowd management plans been developed and communicated to all necessary authorities?  |  |  |
| Are emergency plans in place?  |  |  |

**After the event**

|  |  |  |
| --- | --- | --- |
|  | Person responsible | Done? |
| Have you organised the clean-up? |  |  |
| Have you deposited the proceeds? |  |  |
| Have you scheduled a special get-together for everyone involved? |  |  |
| Have written thanks-yous and gifts been sent? |  |  |
| Have you written a summary of the event – contact numbers, tips, etc – as a guide for whoever’s doing this next time? |  |  |

**Evaluation and reporting**

|  |  |  |
| --- | --- | --- |
|  | Person responsible | Done? |
| Do you know how you will know if your event has been a success?  |  |  |
| What sort of information will you be collecting? From whom?  |  |  |
| How will you collect information? When? Who will do it? |  |  |
| How will you report? To whom? By when?  |  |  |