



/EVENT TIMELINE/

A timeline will help you stay on track as you prepare for and execute your event. You may use the sample timeline below as a reference. You may not need six months to plan your event – these tasks can be adjusted based on your personal timeline.

6+ MONTHS PRIOR TO YOUR EVENT

- Visit <https://giving.mskcc.org/community-events> to register your event
- Establish your fundraising goals and determine your event budget
- Set the date and time
- Secure your venue
- Form a committee of family, friends, and colleagues responsible for promoting and managing the event. The committee will help you execute your recruitment, marketing, and logistics plans

4-6 MONTHS PRIOR TO YOUR EVENT

- Create and personalize your MSK fundraising page
- Determine your marketing and PR needs – i.e. where will you promote the event, and whom will you promote it to?
- Create a list of potential sponsors
- Begin soliciting support from vendors for sponsorships, discounts, and in-kind donations for items such as refreshments, goody bags, t-shirts, etc.
- Create a guest list and invitation timeline
- Invite guest speakers and/or VIPs
- Create your social media presence (use Facebook as a default; use Instagram, LinkedIn, and Twitter as supplements if your networks are active on those channels)

2-3 MONTHS PRIOR TO YOUR EVENT

- Solicit volunteers and participants
- Develop event day timeline/run of show
- Determine transportation needs
- Determine signage needs
- Order food and beverages
- Confirm all sponsor and in-kind donor commitments
- Determine layout/flow of event

1 MONTH PRIOR TO YOUR EVENT

- Print any flyers, programs, and signs as needed
- Visit the venue again to familiarize yourself with the space; adjust logistics as needed
- Follow up with any potential attendees who have not yet replied

2-3 WEEKS PRIOR TO YOUR EVENT

- Confirm final arrangements for event day including arrival times, staging, parking, quantities of orders, etc. for participants, vendors, VIPs, logistics, sponsorships, and volunteers
- Develop list of contact information for vendors, volunteers, and other key players
- Create name tags for volunteers

1 WEEK PRIOR TO YOUR EVENT

- Send reminder email to all attendees with event logistics information
- Send reminder email to all volunteers, vendors, and sponsors regarding their arrival times
- Confirm receipt of any shipped items

Event Day

- Arrive early
- Bring vendor and volunteer contact list, timeline, volunteer tasks, and emergency contacts
- Thank all volunteers, sponsors, and participants – personally and publicly
- Reference MSK; highlight the particular research/treatment area that you are supporting
- Have fun and achieve your fundraising goals!

After Your Event

- Send thank you letters to all sponsors, volunteers, staff, participants, etc.
- Post your fundraising success on your fundraising page or website.
- Evaluate the event: What worked? What could have been better? Ask your committee members and volunteers to give their feedback too.
- Send event proceeds to MSK within 30 days of the event
- We would love to hear about your event! Please contact your MSK representative with a wrap-up and photos of your event. We look forward to celebrating your success with you!