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!