



## 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 [giving.mskcc.org/community-events](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!