



Brainwave Event Planner

If you are organising an event to support Brainwave you might find this document useful, especially if it is your first venture into fundraising.

Note that the planner has been compiled with a medium or large sized event in mind. Your own event may not require as comprehensive an approach, but we hope that you find it useful as a tool to plan your event.

Tick the box on the left if you decide you need to do the task and tick the box on the right when you've done it. Use the spaces numbered [1] to [5] at the end of each section to add other tasks.

	Must Do	Done
5 months and counting...		
Decide on your fundraising activity		
Get a suitable date – ensure event does not clash with others		
Set budget (Fundraising target and estimate of costs involved. Be realistic!)		
Contact Brainwave to discuss plans... how can we help?		
[1]		
[2]		
[3]		

4 months and counting...		
Book Venue		
Recruit other people to help		
Organise a meeting with your team		
Decide what methods you are going to use to publicise your event		
Initial visit to venue - Check suitability of access, e.g. ramps, lift, escalator		
Arrange Food & drink		
Arrange other necessities e.g. Sound equipment, laptop, VCR, flowers, entertainments, facilities etc.		
Make a list of target supporters - e.g. event sponsors, prize sponsors, supplier		
Target local co's – do they make donations? Talk to them about support		
Write a proposal letter asking for support – Brainwave can assist here		
Request Brainwave sponsorship cards if these are needed		
[1]		
[2]		
[3]		
[4]		
[5]		

3 months and counting...		
Start sending out letters to companies / individuals targeted for support		
Follow up letters with call - be persistent but don't overdo it!		
Hold another meeting with your team to review progress to date and make plans for next month		
Pay deposits for venue, entertainment, equipment etc		
Apply for licenses and/ or permits if required (late night alcohol licence/ Garda permit)		



	Must Do	Done
Compile guest list		
Develop artwork for posters, flyers, invitations; programmes etc (please consult with Brainwave if you would like to use our logo)		
Print posters, invite etc		
[1]		
[2]		
[3]		
[4]		
[5]		

2 months and counting...		
Monthly meeting with your team		
Distribute posters, hand out flyers		
Contact local radio and newspapers about your event		
Send invitations (with RSVP date)		
Organise volunteers to help out at the event		
Check to see if Ambulance Service is required, e.g. Sport's event, ensure that Ambulance Service clearly visible to all.		
[1]		
[2]		
[3]		
[4]		
[5]		

1 month and counting...		
Monthly progress meeting with your team		
Ask venue about arrival times, deliveries, storage on site.		
Send out tickets for confirmed attendees along with further details, map etc		
Draw up table plan/seating arrangements		
Leave time for unexpected hitches		
Check signage requirements		
Contact Brainwave if you would like a representative to attend		
Organise MC, speakers etc		
Compile contact details or everyone you are even remotely likely to need on the day		
[1]		
[2]		
[3]		
[4]		
[5]		

1 week and counting...		
Run through final details with venue again		
Do a walk through of venue a number of times before event.		
Deal with any last-minute queries		
Remind media again		
Draw up detailed timetable for the day.		
Assign tasks to team and volunteers		
There may be last minute items that need to be purchased so ensure you		



	Must Do	Done
have petty cash available		
Make a list of everything you are bringing to event. Start packing it! Prizes, Scissors, Sellotape, Rubbish bags, raffle tickets, T-shirts, Volunteer list, Guest list, timetable etc...		
Brief volunteers and outline duties		
Are you speaking at the event? If so, plan your speech		
[1]		
[2]		
[3]		
[4]		
[5]		

The Big Day...		
Relax!		
Arrive as early as possible to the event. This will give you time to set-up, do final run through and relax again!		
If you have an information or registration desk, ensure it is manned for the first half of event as your guests arrive.		
Ensure a key person is in place at the entrance to welcome guests.		
Ensure security of all cash and prizes during event. If there is large amounts of cash, bank in stages during event day. Cash should be counted and recorded by two individuals throughout the night.		
Keep an eye on the time throughout the event		
Get volunteers to clean-up throughout event		
[1]		
[2]		
[3]		
[4]		
[5]		

After the event		
Tidy up - Collect all volunteer t-shirts, signage, sellotape, etc.		
Thank everyone involved for their help - in person and in writing (donors, volunteers etc)		
Collect outstanding money		
Distribute prizes not collected on night		
Distribute proceeds to Brainwave. Remember to get a receipt from the bank when lodging your money (return to Brainwave)		
Submit photos to local media and to Brainwave		
Do survey of event to get feedback.		
Final meeting with committee – loose ends, evaluation, future events etc.		
[1]		
[2]		
[3]		
[4]		
[5]		
FINALLY – CONGRATULATE YOURSELF AND YOUR TEAM ON A JOB WELL DONE!!!	<input checked="" type="checkbox"/>	