



NB: If this is a printed copy – do you have the latest version?

Detailed Planning Template for Large Events

This document is a planning aid to help you plan your fundraising events. You do not have to use this, but it is recommended you utilise this document to help plan large or complex events such as fire walks, fashion shows, balls etc.,

Please share with your community fundraiser so they can provide feedback, however, the document is designed to support you throughout the planning. Therefore, you can edit the sections which will be of use to you. You can remove or add depending on the event type.

Name of Event
Date of Event
Time of Event
Location of Event

Early Planning Stage

Target audience – who <input type="checkbox"/> Who is this promotion targeted at? <input type="checkbox"/> What does the audience need to know?	
Message – what <input type="checkbox"/> What do you want to say to the target audience? <input type="checkbox"/> What do you want them to know/do?	

Objectives – why

- Raise funds for Maire Curie
- Be clear about what you hope to achieve with this event.

Early event planning template

Early event planning	Person Responsible	Action	Date to be completed
Have Submitted the Activity Plan to your Community Fundraiser?			
Budget <ul style="list-style-type: none"><input type="checkbox"/> Source identified<input type="checkbox"/> Sponsorship<input type="checkbox"/> Breakeven point established			
Invitations <ul style="list-style-type: none"><input type="checkbox"/> Mailing list generated/updated<input type="checkbox"/> Invitation composed<input type="checkbox"/> Invitation checked<input type="checkbox"/> Printer<input type="checkbox"/> RSVPs (responsible person briefed)<input type="checkbox"/> Invitation list compiled<input type="checkbox"/> Names on list and titles/addresses checked for accuracy<input type="checkbox"/> Special guests/speakers alerted to make time in diaries<input type="checkbox"/> Invitations sent			
Catering			

<ul style="list-style-type: none"> <input type="checkbox"/> Secure In-house catering OR external caterer <input type="checkbox"/> Do you have public liability & Food Hygiene certification? <input type="checkbox"/> Menu <input type="checkbox"/> Can the theme of the event be followed through in catering? <input type="checkbox"/> Special dietary requirements of guests? <input type="checkbox"/> What is their set-up time on the day? <input type="checkbox"/> Beverages & Food <input type="checkbox"/> Tables, tablecloths, cups etc. <input type="checkbox"/> Plates, napkins, knives and forks (disposable/non-disposable) 			
<p>Advertising</p> <ul style="list-style-type: none"> <input type="checkbox"/> Press, local radio, school newsletter <input type="checkbox"/> Media release –Contact the Office of Communications <input type="checkbox"/> Social Media <input type="checkbox"/> Posters 			
<p>Talent/Entertainment</p> <ul style="list-style-type: none"> <input type="checkbox"/> What type of entertainment <input type="checkbox"/> How long will they have <input type="checkbox"/> Invite key speakers <input type="checkbox"/> Book and brief <input type="checkbox"/> Rehearsals 			
<p>Signage/Printed Materials</p>			

<ul style="list-style-type: none"> <input type="checkbox"/> What do you need? <input type="checkbox"/> Organise as necessary <input type="checkbox"/> Check wording & Logo guidelines with Communications <input type="checkbox"/> Could include but not limited to parking this way, toilets this way, entrance and ticket fee, Organisers only 			
<p>Program/running sheet/speeches</p> <ul style="list-style-type: none"> <input type="checkbox"/> Program finalised <input type="checkbox"/> Running sheet written <input type="checkbox"/> Program/running sheet sent to speakers <input type="checkbox"/> Speakers fully briefed <input type="checkbox"/> Speeches written <input type="checkbox"/> Let caterers know program - when to serve drinks/food 			
<p>Promotion/ Information Stall</p> <ul style="list-style-type: none"> <input type="checkbox"/> What is its purpose <input type="checkbox"/> To promote Fundraising group <input type="checkbox"/> To promote Marie Curie services <input type="checkbox"/> To pick up additional donations 			
<p>Fundraising Activity on the night/day</p> <ul style="list-style-type: none"> <input type="checkbox"/> Donation tins or gift aid envelopes <input type="checkbox"/> Programs <input type="checkbox"/> Cake Stalls 			

<ul style="list-style-type: none"> <input type="checkbox"/> Recycling donation point <input type="checkbox"/> Competitions <input type="checkbox"/> Prizes 			
<p>Security</p> <ul style="list-style-type: none"> <input type="checkbox"/> Security alerted <input type="checkbox"/> Occupational health, welfare and safety concerns addressed <input type="checkbox"/> Provision of first aid <input type="checkbox"/> Cash Handling and keeping money thought out the event, and afterwards 			
<p>Audio/visual requirements</p> <ul style="list-style-type: none"> <input type="checkbox"/> PA system <input type="checkbox"/> CD player or connection to ipod/phone <input type="checkbox"/> Lapel or handheld microphone <input type="checkbox"/> Lighting <input type="checkbox"/> Extra electrical requirements <input type="checkbox"/> Lectern 			
<p>Staffing</p> <ul style="list-style-type: none"> <input type="checkbox"/> Extra required <input type="checkbox"/> Staff to meet and greet guests <input type="checkbox"/> Create a Rota in advance <input type="checkbox"/> Agree roles on the day 			
<p>Ambience (only if event requires this)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Floral arrangements, pedestal – can the theme of the event be followed in flowers? <input type="checkbox"/> Background music 			
<p>Guest comfort</p>			

<input type="checkbox"/> Wheelchair access <input type="checkbox"/> Toilet facilities <input type="checkbox"/> Parking			
Hospitality <input type="checkbox"/> Welcome signage at entrance <input type="checkbox"/> Ushers briefed <input type="checkbox"/> Cloak room <input type="checkbox"/> Red carpet			
Housekeeping <input type="checkbox"/> Cleaning before and after <input type="checkbox"/> On standby during the event <input type="checkbox"/> Fire exit locations <input type="checkbox"/> Fire meeting points			
On the day <input type="checkbox"/> Time for set up by whom <input type="checkbox"/> Time for dismantle by whom <input type="checkbox"/> Dais, stage <input type="checkbox"/> Tables, chairs layout <input type="checkbox"/> Chair covers <input type="checkbox"/> Floor plan <input type="checkbox"/> VIP seating <input type="checkbox"/> Book courier/transport <input type="checkbox"/> Name tags <input type="checkbox"/> Clear location directions <input type="checkbox"/> Registration desk			

After the event

Notes
<input type="checkbox"/> Person responsible <input type="checkbox"/> Debrief <input type="checkbox"/> Comments on all aspects (negative and positive)

- Guest feedback
- Guidelines for improvement next time
- Evaluation against criteria
- Celebration
- Thankyou's

Document history

Author	Richard Scott Version 1.2	Head of Fundraising Volunteering	January 2024
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