



## Event Host Planning Guide

- **Register your event** with Semper Fi & America's Fund! Complete the Semper Fi & America's Fund Event Proposal Form and submit as soon as possible. Read them carefully before you sign, and someone from our team will contact you to go over it with you - so don't worry if you have any questions!
- **Know the details** by reading our Guidelines. These will help you know the basics and create a blueprint of your event for both you and the Community Events Team to work off of. Don't forget to sign and submit!
- **Work with our Community Events Team** to make your event as successful as it can be! They'll make sure you are provided:
  - Dedicated support from a Semper Fi & America's Fund Event Manager
  - High-quality Semper Fi & America's Fund logos
  - Access to create your own unique fundraising website
  - Promotion via [TheFund.org](http://TheFund.org)
  - SF&AF fundraising tips and guidance
  - Materials to support your event, such as brochures, flyers, banner, golf tees, etc.
- **Prepare for your event** by planning and budgeting. Use the checklist below as a guideline.
  - **Plan**
    - Make a timeline.
      - Working backwards from your ideal date can help!
    - Draft an outline of your event - the 5 Ws (Who, What, When, Where, & Why).
      - **What** will the event be?
        - **Use your creativity and passion** to plan a fundraising event that you would enjoy!
        - For ideas, check out our Fundraising Events from A-Z and the "Events" section of our website to see what others are doing.
        - Your own idea

■ **Who** will attend?

- People you know:
  - Family
  - Friends
  - Coworkers
- The public: Target your participants
  - Athletes
  - Families
  - Students
  - Golfers
- Effective publicity and marketing are the keys to a successful event.
- Advertising- Target your audience
  - Social Media -
  - Ask for free advertising - contact local newspapers, radio stations, community bulletin boards
  - Utilize flyers, handouts, email messages and word-of-mouth.
  - Don't forget to have all advertising approved by your SFF Event Manager

■ **How** will your event be conducted?

- Do you need volunteers? How many?
  - Who will you approach to help?
    - Friends
    - Families
    - Co-workers
    - Community
- How will you recruit help?
  - Form committees and provide them guidance

■ **Where** will your event take place?

- The location and site of your event is necessary for success. Choosing a site is more than just finding out what rooms are available.
- Consider factors like:
  - Room capacity
  - Indoor or outdoor event
  - Are there ramps/elevators/seats for those who require them?
- Work with venues that fit your event, budget, and fundraising and event goals.
- What items do you need
  - tables and chairs?
  - A podium?
  - A sound system?

■ **When** will your event take place?

- Consider scheduling it around your plans, holidays, school/company calendars, etc.
- What time of day will be the best for your event?
- Get your event on people's calendars!

○ **Budget**

■ Determine your fundraising goal.

- Aim high, but be realistic
- How will your event raise money?
  - Donation website
  - Tickets for admission
  - Raffles
  - Auctions
    - Donation pledges

■ Define your budget.

- How will you pay to put on your event?
  - Personal funds
  - Raising funds

- The budget should be specific, and include (but is not limited to):
  - What may cost money:
    - Printing
    - Permits/insurance
    - Venue fee
    - Entertainment
    - Audio/visual
    - Food and beverage
    - Decorations
    - Marketing
    - Supplies
  - Ways to raise money
    - Sponsorships
    - Ticket sales
    - Donations
    - Auction
  - Maintain good records to keep track of all income and expenses. Also, expect the unexpected, extra expenses will come up!
- **Work** with your Semper Fi & America's Fund Event Manager
  - What kind of promotional materials will help you at your event?
  - Do you have any military members or groups you know that would attend?
  - Will you need a guest speaker?
- After Action:
  - Return all rentals
  - Balance the books
  - Check in with your Semper Fi & America's Fund Event Manager
    - Complete your SF&AF Check Donation Form -
      - indicate your event's name on the form,
      - let your Event Manager know when sent
      - Communicate with Event Manager if additional monies will be sent directly in support of your event

- Consider a check presentation if SF&AF reps are nearby - or do a virtual one!
- Share pictures and any great quotes
- Make an after action report
  - Get feedback from attendees
  - Reflect on the event's success
- Send thank you notes to supporters
- Relax and be proud of your efforts and the difference you'll make
- Plan for next year

The Semper Fi & America's Fund deeply appreciates you. You've given of your time, resources, and heart to put on a successful event we appreciate you from the bottom of our hearts.

The donations and support you have raised through your fundraising efforts will help make a difference in our mission of providing for our wounded critically ill and injured service members and their families.

*Thank you*