

Event Planner Checklist

Pre Event

* What's your event?

- Choose an event that you will enjoy doing, as this will make the experience more fun for you. Need inspiration? Then take a look at our [Fundraising Ideas](#) page

* Register your event

- We do ask that you register your event or activity with us. This way we can keep a track of who is doing what and how we can support you effectively

* Plan, Plan, Plan

- Write a timeline to help you plan the run up to your event
- Set a date – double check that it doesn't clash with any other events in your area or national, school or religious holidays
- Choose a date that gives you lots of time to prepare

* Location, Location, Location

- Pick a venue – is it available on your desired date? Check well in advance to avoid disappointment
- Is a deposit or hire charge required? Sometimes venues offer discounts for charity events or even let you use the facilities for free; so don't be afraid to ask
- Is the venue suitable for the event? Does it have appropriate facilities? e.g. disabled access, toilets, cooking facilities etc

* Need a friend?





- Think about how much help you will need and enlist your friends, family or colleagues
- Allocate specific jobs to your helpers in advance – use their skills and knowledge

* Money, Money, Money

- Set a budget
- Make sure your fundraising goal is achievable but set your sights high. Stay focused on your target amount! Some events require a little bit of expenditure
- Make sure that you are aiming to raise at least three times as much as you need to spend

* Shout about it!

- Send out invites to friends, family, colleagues and local businesses
- Promote your event through posters and leaflets in your local area
- Contact your local press, radio or television with a [press release](#)

- Spread the word online –    
Twitter / Facebook / Youtube / Vimeo

- Dementia UK has various publicity materials, merchandise and information about its work – Contact 0207 874 7207 or email fundraising@dementiauk.org

* Other requirements

- Will you need to get a licence for alcohol / raffles etc – contact local council [See Health & Safety section, page 9](#)
- What equipment will you need? Sound system, microphone, TV, projector?

Event day

- Write a timetable or checklist of what needs to be done on the day
- Do you need a float of small change?
- Brief your helpers on their roles during the event
- Give your helpers background information about Dementia UK, so that they are able to answer questions they may be asked by guests
- Take lots of photographs
- Enjoy yourself!

Post Event

- Pay us your money! Please use the [donation form](#) enclosed with this pack
- Contact Dementia UK telling us how your event went and send us some of your event photos, we would love to see them and add them to our website
- Thank you - remember to thank your helpers, supporters, suppliers and venue especially if they have given up their free time to help you
- Contact your local newspapers again to see if they would like to do a follow up story and run a photograph. It's also the perfect excuse to tell the world how your event went and how much you raised
- Take a break and plan your next fundraising venture!