Checklist for a Successful Fundraising Event

Be creative…

Brainstorm with family and friends to develop an event that will be interesting and enjoyable.

- Golf outing, an auction, 5K walk or run, bowling event, spa day, grand openings, car wash, art fair, fashion show, wine tasting, black tie event, car or motorcycle show—the list is endless and so is your creativity.

Set your goals… time to prepare a budget

- What is the expected event revenue? (sample budget available upon request)
- Develop a revenue list (donations, silent/live auction, ticket sales sponsorships, percentage of food and beverage and other possible revenue sources).
- What are my expenses? (sample budget available upon request)
- Develop an expense list (rental, insurance, publicity, print materials, food, entertainment, décor, and other costs associated with the event).
- Will my event raise awareness for a particular cancer or research?

Save the date…

Once you have selected the type of fundraising event, you'll need to select and SAVE the DATE.

- Check a community calendar for other events that may be taking place at the same time.
- Complete the Community Fundraising Event Application. If you have questions, a member of our staff will be happy to meet with you to discuss your event. Please contact **Elizabeth Gordon** at 312-503-0759 or elizabeth.gordon@northwestern.edu.

Recruit your event committee…

- A great source of support for your event can be found by forming a committee of your closest friends, family, community members, and colleagues to help manage the many components and logistics involved in event planning.
- Divide event details and logistics among your committee members.
- Develop your event time-line—who is involved and when tasks need to be completed.

Select a location…

- Will it be an indoor or outdoor event?
- Is it insured?
- Is there adequate parking?
- Do you need a kitchen facility?
- Is there handicap accessibility?
- Are there any restrictions on vendors that can be brought to the venue?
- Are there any entertainment restrictions?
- Are there any special permits required for the space or event?
- For an outdoor event, has a rain date been established?
- Can the space accommodate the number of people you are expecting?

Plan your marketing campaign…

- Who is my target audience?
- How will I get the word out to my target audience?
- Will I use the Feinberg School of Medicine logo?* How can I advertise at no cost?
- Will I create a press release?
- Will I create a flyer? (samples available upon request)
- How will I advertise on Facebook and other social media sites?
- Will the local merchant organization help promote the event?
- Should I send out e-vites?
- Will the facility where the event is being held promote the event?
- Should I contact local business organizations to promote the event? (i.e. chamber of commerce, Rotary)
- Are there any local radio stations that will assist in promoting the event?
- Is there a local newspaper that will feature a story about the event?

*Remember, ALL promotional materials need to be approved by Northwestern University Feinberg School of Medicine Development & Alumni Relations prior to publishing.

The event is over…now what?

- Who do I need to thank for making the event a success?
- Be sure to express how much you appreciate all of their efforts to support your fundraising event.
- Consider including in your Thank You how much was raised to support the medical school and that they have made a difference in the lives of our faculty, staff, and students.
- Within 30 days of the event, gather the event proceeds and submit to:
  Northwestern University Feinberg School of Medicine
  Development & Alumni Relations
  Attn: Elizabeth Gordon
  420 East Superior Street, Rubloff Building 9th Floor
  Chicago, IL 606011
- Your check should be made payable to "Northwestern University."

**Lastly, congratulate yourself and your team for
creating a successful fundraising event to support
Northwestern University Feinberg School of Medicine.**

Thank you for your efforts and generous support!