

Planning a Winning Fundraising Event

Every successful fundraising activity relies on a great idea that will motivate others to participate. Below, you'll find a list of different event ideas that might work well in planning a fundraiser for your Lions Club.

Purpose of the Event

When planning your event, take into consideration the purpose of the fundraiser. It might be one of, or a combination of, the following reasons:

- To raise money
- To Gain new members and/or new donors
- To gain publicity and/or visibility in your community

Determine Your Target

Will your chosen fundraiser reach your intended audience? Take into consideration the following questions:

- Whom are you trying to reach?
- How many people do you want to attend your event?
- How many people are required to make the event a success?
- Where will your audience come from?
- How much money is your audience willing to spend?
- Is the event something people might attend if it were not for a charity?

Planning Considerations

When choosing and planning a fundraising event it is also worthwhile to keep these additional questions in mind to make your goals manageable.

- Will it help achieve your group's goals?
- Will it interest the audience at which the event is aimed?
- Do you have enough time to plan this event?
- Do you have enough staff/volunteer support?
- Can you afford to stage such an event?
- Is an appropriate and affordable site available?
- Has this type of event been successful before?
- Are there potential corporate sponsors?

Choosing a Date

Finally, when planning your event, make sure that you choose a date and time of year that assures people will want to attend.

- Did you make sure there are no conflicts with other major events?
- Have you checked the weather on that date for the past few years?
- Did you set your day and time to fit the audience's work schedule?