

Event Planning Checklist

Thank you for taking bold action to improve the lives of those affected by prostate cancer by hosting a fundraiser to benefit ZERO. The following event planning checklist is provided to support your success. Due to the wide variety of fundraising activities not all of these suggestions will apply to your fundraiser. This checklist would be beneficial to those hosting public events such as a community run/walk, golf tournament, comedy show, or gala.

FUNDRAISER FUNDAMENTALS:

- Determine your fundraising goal
- Choose a fundraiser activity (golf, cycling, community run/walk, baking, poker)
- Name your fundraiser (e.g. David Zarach Memorial Golf Tournament, No Cancer November Casino Night)
- Establish event date and time. Avoid dates of major local events and holidays.
- Select and secure location. Choose a safe, clean, and convenient location that has ample parking and provides restrooms. ADA-accessible venues are recommended.
- Create an event budget
- Develop event schedule and planning timeline

Tip: Use no or low-cost locations or ask for the location to be donated.

PLANNING COMMITTEE:

- Form a volunteer planning committee
- Assign roles and responsibilities
- Schedule regular committee meetings
- Conduct the final committee meeting before the event
- Hold post-event debrief meeting

Tip: Use this volunteer committee tracker template to stay organized!

Event Planning Checklist

SPONSORSHIP AND FUNDRAISING:

- Develop sponsorship packages and levels
- Identify potential sponsors
- Begin sponsor outreach
- Secure sponsor commitments
- Set up a system for handling donations and payments (e.g. RunSignUp, GoFundMe)

Tip: Use these [sponsor and donation request templates](#) to get started.

MARKETING AND PROMOTION:

- Create promotional materials - we've provided this [event flyer template](#) to help you get started!
- Use these [Ideas for Promoting Your Fundraiser](#) to develop a marketing plan
- Inform media contacts and local press outlets
- Create event hashtag (e.g., #ZarachMemorialGolfTournament, #NoCancerNovember2024)
- Post fundraiser on social media platforms and groups
- Design and order event t-shirts or merchandise at zero.bonfire.com
- Create signage for the event

Tip: Reduce expenses by asking your local printer to donate signs and materials.

LOGISTICS AND VENDORS:

- Permits - check with the local city or county jurisdiction on the requirements for obtaining event or raffle permits
- Insurance - most venues will require event insurance. Ask your venue office for recommendations. Please list ZERO Prostate Cancer as an additional insured entity.
- Identify key vendors needed (food, décor, audio/visual, entertainment)
- Confirm venue logistics (parking, registration area, signage needs)
- Conduct venue walk-throughs prior to event
- Create backup plans for potential issues (e.g., weather, accessibility, safety)

Tip: Ask your vendors for a discount on their services to keep expenses down.

Event Planning Checklist

VOLUNTEER MANAGEMENT:

- Recruit volunteers for day-of-event tasks
- Create volunteer schedules
- Train volunteers on their event responsibilities
- Prepare volunteer appreciation

Tip: Recruit more volunteers than you think you need!

MONEY MANAGEMENT:

- Prepare cash boxes or digital payment systems
- Designate donation handlers
- Track donations and expenses
- Submit donation to ZERO Prostate Cancer within two weeks

Tip: Be sure to thank your supporters for giving to support patients and save lives!

PROSTATE CANCER AWARENESS & ZERO

- Order [prostate cancer educational materials](#) from ZERO
- Ensure prostate cancer education materials are prominently displayed or provided in goodie bags to your guests
- Include an awareness raising and education component by planning to speak about your connection to the cause or inviting a patient/survivor to share their story
- Tell your guests how their donations are making a difference by sharing about ZERO's awareness, support and advocacy programs.

Tip: Check out our [Fundraising Resources](#) for prostate cancer statistics and talking points about ZERO.

Event Planning Checklist

REGISTRATION AND ATTENDEE MANAGEMENT:

- Set up an online registration system (if applicable)
- Complete guest/participant list
- Send reminders to registered attendees
- Prepare registration materials (if applicable)
- Confirm any special needs for participants (e.g., accessibility requirements)

Tip: Print a hard copy of participant contact information to bring to your event as a backup.

DAY-OF-EVENT TASKS:

- Arrive early to set up venue/event space
- Verify all vendors are in place
- Set up registration and information areas
- Brief volunteers on their roles
- Manage event timeline and activities
- Thank sponsors and attendees during the event
- Capture photos and videos to post on social media

Tip: Enjoy yourself! Take the time to thank supporters and snap photos!

POST-FUNDRAISER TASKS:

- Send thank you messages to attendees, volunteers, and sponsors
- Share the final amount of money raised with supporters
- Post event highlights and success stories on social media
- Ask for feedback and suggestions for your next fundraiser
- Begin planning for your next fundraiser

Tip: Personalize these social media graphics to thank your supporters!