

# DIY Event Checklist

## PLANNING YOUR DIY FUNDRAISER

- Decide on what type of DIY Fundraiser you'd like to host
- Secure your DIY fundraiser's date, location and other logistical details
- Reach out to friends and family to secure volunteers to help you on the day of your event

## GETTING YOUR DIY WEBSITE SET-UP

- Create your Guiding Eyes for the Blind DIY Fundraising Page
- Edit your page so everyone knows why you are supporting GEB's mission
- Don't forget to add a picture
- Set an event goal & make a self-donation to kick things off

## SPREAD THE WORD!

- Tell everyone about your great event by sending out an e-mail blast to all your contacts
- Make sure your event is posted to all your social media accounts:
  - Facebook
  - Instagram
  - LinkedIn
  - Twitter
  - Snapchat

## ENSURE YOU HAVE A GREAT EVENT

- Invite everyone you know to support your event
  - Friends
  - Family
  - Neighbors
  - Co-workers
  - Community groups
  - Local businesses
- Reach out to local businesses for sponsorships and donations
- Confirm all logistics for your event
- Keep posting to social media accounts
- Continue to send reminder e-mails to get more people excited

## DAY-OF YOUR EVENT

- Send one final e-mail to get attendees

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- Send one final e-mail with logistic information to guests/registrants
- Post to social media about TONIGHT'S great event
- Have a fantastic time – don't forget to have fun!

### **AFTER YOUR EVENT**

- Post pictures from your event – don't forget to tag your friends who attended!
- Thank all your guests
- Collect your incentive prize
- Send all donations to Guiding Eyes for the Blind
- Start planning next year's event!