



10 Tips to Plan & Market Your Event

1. **Seek the help of friends and family:** Getting help with an event will help you brainstorm creative ideas, divide the work and have more fun. This means you will be able to raise more money for Baltimore Child Abuse Center. Consider using an online crowdfunding tool, such as www.gofundme.com or www.razoo.com.
2. **Crunch the numbers:** In the early stages of planning, you will want to identify your expenses and potential sources of income and donations. You will also want to set a fundraising goal for your event.
3. **Keep expenses low:** A great way to increase the amount of money you raise at an event is to limit the amount of money you spend. Keep your event expenses low by asking people to donate or discount event-related expense items such as venue rental fees, entertainment, decorations, food and beverages. Ask for donations for auction items and raffle prizes.
4. **Make a list, check it twice:** Who will want to be involved in your event? Identify who those people are, how you want to get them involved, how you will ask them and if they will be available when you need them.
5. **Reach out for support:** Consider asking for sponsorships or underwriting for your event. Many companies look for opportunities to reach niche audiences by sponsoring community events. What kind of people are attending your event and what type of company might like to reach those people? Put together a short proposal with information about your event and the likely attendees. Make sure to include information about the benefits and recognition your sponsors will receive (signage, free tickets, etc.).
6. **Shout it from the rooftops:** Much of your success will depend on how well you spread the word about your event and the number of people you invite. How do you plan to let people know about your event? The more ways you can get the word out, the better.
7. **Incorporate other ways to raise money:** Think about what other things you can add on to your event to raise funds – live or silent auctions, raffles, 50-50 drawings, passing the hat, and sales of food or merchandise are just some examples of ways you can raise additional funds at an event. Don't be shy to approach business owners to ask for donations – you'd be surprised at how generous people can be and how willing they are to help.
8. **Don't forget to say thanks:** Send letters to all of the supporters and volunteers that helped make your event a success. You will probably want their help again next year!
9. **Keep lists up-to-date:** Having a list of your event contacts makes future planning much easier. Make sure all contact lists always have the most up-to-date information (e-mail, addresses and phone numbers).
10. **Mark your calendar:** If you know the date for next year's event, be sure to let everyone know as soon as possible so they can plan to attend!