PLANNING A GRASSROOTS FUNDRAISING EVENT

*Breakout Exercises*

You will work with a small group to plan a grassroots fundraising event of your own, following the guidelines laid out in this session. Use this worksheet to discuss and plan with your partner(s) each phase of organizing a grassroots fundraising event: before, during, and after.

**Before the Event**

As outlined in the “Running a Grassroots Fundraising Event” guide, the eight steps you must take before the event are...

* Set a Location and Date
* Set Goals
* Get a Grassroots Event Link
* Set an Action Theme
* List Your Event on BarackObama.com
* Create an Attendee List
* Invite Attendees
* Confirm Attendance

Work with your team to establish the following key details about your event:

What is our event location and date?

Main goal: how much total money do we want to raise?

Secondary goal: How much will we ask attendees to donate?

Secondary goal: What is our attendance goal?

What is our action theme?

Who will we invite (keeping in mind we should invite at least double our attendance goal)?

**During the Event**

Use the space below to flesh out the agenda for your grassroots fundraising event. Make sure to follow the guidelines outlined in the “During” section in the “Running a Grassroots Fundraising Event” guide.

Introductions & Welcome:

OFA Update:

Celebrating Our Goal:

Action:

Next Steps:

Close:

**After the Event**

After your event is over, your three steps are to report, thank, and follow up.

On the night of your event, you’ll need to report how much money was pledged and how many individual contributors attended. Discuss with your team how you will track this information to make it easy to report same-day.

In post-event follow-up, good organizers don’t just thank attendees for coming; they also invite attendees to be involved in another way, in order to keep them engaged. Discuss with your team how you’ll keep your attendees involved after the event.