# Special Events Checklist

All special fundraising events are different. Each will have its own special set of circumstances and requirements.

They do, however, have enough in common for us to compile the following checklist. It's not meant to be definitive, nor will all sections of each category apply to all events.

Use it as you would any planning tool and adapt it to your own particular needs.

|  |  |
| --- | --- |
| **Name of Event:** |  |
| Date: |  |
| Time: |  |
| Location: |  |
| Number expected: |  |
| Estimated cost: |  |
| Projected income: |  |
| Key players: |  |
| Expected Profit: |  |

**Communications**

|  | Person Responsible | Done? |
| --- | --- | --- |
| 1. Has a running sheet been developed for the event? |  |  |
| 1. Has the running sheet been distributed to: |  |  |
| * The board/management committee |  |  |
| * The CEO and senior staff |  |  |
| * All staff involved |  |  |
| * Event volunteers |  |  |
| * Sponsors and other partners |  |  |
| * Media (attached to press release and in press kits) |  |  |
| * Contractors for the event |  |  |
| * VIPs |  |  |
| * Speakers/Entertainment |  |  |
| * Venue and catering management |  |  |
| * Local council/shire and local traders(if road closures, use of public spaces or other traffic/transport/crowd management issues are likely) |  |  |
| * Police/SES/St John's Ambulance/ Transport companies (as above) |  |  |
| * Other key community members, including Indigenous representation |  |  |
| 1. Has the running sheet been made available on-line (with appropriate security)? |  |  |
| 1. Have any necessary pre-event briefings been held with stakeholders and participants? |  |  |
| 1. Do you have sufficient volunteer support for the event? |  |  |
| 1. Do all participants have written instructions and understand their tasks before, during and after the event? |  |  |

**Publicity**

|  |  |  |
| --- | --- | --- |
|  | Person Responsible | Done? |
| Have you announced details on your webpage? On Facebook? On Twitter? |  |  |
| Have all people on your database received a flyer well before the event? |  |  |
| Has your email mailing list been informed of the event? |  |  |
| Have paid advertisements been designed and space booked, with careful attention to publishing deadlines? |  |  |
| Have free advertising possibilities been explored and booked e.g. "What's On" columns in the local and daily newspapers? |  |  |
| Has a media release been written and sent? |  |  |
| Have key individuals from the media been sent formal invitations? |  |  |
| Are media kits organised? |  |  |
| Has a media strategy been developed to handle enquiries if an unplanned emergency occurs? |  |  |
| Are posters designed, printed and placed in appropriate venues? |  |  |
| Are event programs designed, approved and printed? |  |  |
| Are all printing costs and schedules closely monitored? |  |  |

**Invitations**

|  |  |  |
| --- | --- | --- |
|  | Person Responsible | Done? |
| Is the invitation list/ database up to date? |  |  |
| Has artwork been approved by management and sponsors? |  |  |
| Are printers booked? |  |  |
| Is the mailout organised? |  |  |
| Is the office ready to accept RSVPs? This would include booking sheets and information sheets about the event at each person's desk. |  |  |

**Venue**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Person Responsible | | Done? |
| If necessary, have liquor/gaming/food handling licences been obtained? |  |  | |
| Has parking been organised? |  |  | |
| Is the space appropriate for your purposes? |  |  | |
| If outdoors, has a wet weather contingency been planned? Is venue booked? |  |  | |
| Is it clean? |  |  | |
| Are all audio-visual requirements, including portable microphones and lighting available? Adequate? Booked? |  |  | |
| Will there be any other events occurring at or close to the venue that may impact on your event? |  |  | |
| Are decorations, including floral arrangements, confirmed and booked? |  |  | |
| Is directional signage organised? |  |  | |
| Has the venue set-up been organised and confirmed, including bannering? |  |  | |
| If necessary, has an area been assigned for a media conference? |  |  | |
| Have you organised a media table? |  |  | |
| Have banners and other promotional material been collected from sponsors and other partners? |  |  | |
| Has a seating plan been organised and approved by management, sponsors and other partners? |  |  | |
| Have table hosts been assigned? |  |  | |
| Are table lists printed and displayed at the venue? |  |  | |
| Has an event registration/welcome table been organised at the venue? |  |  | |
| If necessary, have marquees, trestles, seating and portable toilets been booked? |  |  | |
| Do you need two-way radios? |  |  | |
| Have refreshments been organised for workers? |  |  | |
| Is there a place for volunteers' bags and other belongings? |  |  | |
| Is there a comfortable, separate area for volunteers to meet? |  |  | |
| Is there wifi? |  |  | |

**Catering**

|  |  |  |
| --- | --- | --- |
|  | Person Responsible | Done? |
| Are special dietary requirements catered to? |  |  |
| Have you communicated these options to VIPs and guests? |  |  |
| If necessary, have catering providers been approved by yourselves and any other official groups e.g. Council, Health Department? |  |  |
| Do you have enough waiting and cleaning staff? |  |  |

**Talent and VIPs**

|  |  |  |
| --- | --- | --- |
|  | Person Responsible | Done? |
| If you're using celebrities or other performers, have all activities and contracts been agreed and signed? |  |  |
| Has standard of transport and accommodation been agreed, costed and booked? |  |  |
| Are performing spaces adequate? |  |  |
| Do performers and or their staging requirements need special set up and set down times? Has this been negotiated with the venue? |  |  |
| Are staging and AV equipment agreed and booked? |  |  |
| Is the power supply adequate? Safe? |  |  |
| Have speeches been written? |  |  |
| Do you know and can you accommodate the audio-visual requirements of guest speakers? |  |  |
| Have gifts been purchased? |  |  |
| Are fees or honorarium payments agreed and budgeted? |  |  |
| Have VIP refreshments been booked? |  |  |
| Have appropriate security arrangements been made? |  |  |

**Recording the event**

|  |  |  |
| --- | --- | --- |
|  | Person Responsible | Done? |
| Has a photographer been booked or has someone from your organisation been designated photographer? |  |  |
| Will you be videotaping? |  |  |
| Has film/videotape been purchased? |  |  |
| Has a brief been written for the photographer, including key people and activities you want photographed? |  |  |
| Have you got waivers or agreements for the people being photographed/videotaped? |  |  |

**Prizes, auctions, give-aways and awards**

|  |  |  |
| --- | --- | --- |
|  | Person Responsible | Done? |
| Have all required items been ordered/donated? |  |  |
| Have all items been picked up? |  |  |
| Have arrangements been made for appropriate recognition of donors in programs, speeches, etc. and post-event? |  |  |
| Are rules for winning prizes clear and communicated to all? |  |  |
| Has the method for giving away prizes been decided? For example raffle, door prizes, seat designation, show bags? |  |  |
| Have all equipment and stationary been organised? |  |  |
| Have plaques/certificates/awards etc. designed, ordered, picked up, printed and engraved? |  |  |
| Have gifts been donated or bought? |  |  |
| Has a presenter/s been designated and informed? |  |  |

**Exhibitors**

|  |  |  |
| --- | --- | --- |
|  | Person Responsible | Done? |
| Are space and power requirements confirmed with venue? |  |  |
| Have exhibitors confirmed display requirements? |  |  |
| Are contracts and fees finalised? |  |  |
| Are all exhibitors aware of parking, facilities, rubbish removal arrangements, and set up and set-down times? |  |  |

**Risk Management**

|  |  |  |
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|  | Person Responsible | Done? |
| Has a risk management plan been undertaken? |  |  |
| Is the event's insurance coverage adequate? Check with your insurance provider. |  |  |
| Is there adequate first aid? |  |  |
| Are security personnel required? |  |  |
| Have traffic and crowd management plans been developed and communicated to all necessary authorities? |  |  |
| Are emergency plans in place? |  |  |

**Post event**

|  |  |  |
| --- | --- | --- |
|  | Person Responsible | Done? |
| Have you organised the cleanup? |  |  |
| Have you deposited the money? |  |  |
| Have you scheduled a special get-together for everyone involved? |  |  |
| Have written thanks-yous/gifts been written, signed and posted? |  |  |
| Have you written the event up – contact numbers, tips, etc – as a guide for whoever’s doing this next time? |  |  |

**Evaluation and reporting**

|  |  |  |
| --- | --- | --- |
|  | Person Responsible | Done? |
| Do you know how you will know if your event has been a success? |  |  |
| What sort of information will you be collecting? From whom? |  |  |
| How will you collect information? When? Who will do it? |  |  |
| How will you report? To whom? By when? |  |  |