

Sample Checklist

- Identify the theme or event concept
- Recruit your committee and set up brainstorming meeting
- Select the date and time for your event
- Decide on where the event is to take place and book it
- Create the event budget
- Submit the **3rd Party Event Proposal Form and Budget** to STEGH Foundation for approval
- Book entertainment/audio/visual equipment
- Recruit volunteers
- Develop a work plan and delegate tasks to your committee and volunteers
- Interview caterers/secure menu
- Research and make a list of potential sponsors and solicit
- Create marketing materials and **get approval from STEGH Foundation**
- Distribute marketing materials (save the date, invitations, posters)
- Secure speakers for the event
- Secure décor
- Solicit and secure auction items
- Continue promoting the event with marketing materials and through social media
- Engage local media through press releases, advisories, public service announcements
- Create “Run of Day” sheet for your event to keep you on track
- Enjoy the event!
- Celebrate the success of your event
- Send thank you cards including information pertaining to event success to all sponsors, donors, participants, committee members and volunteers
- Hold a post event committee meeting within two weeks of the event to determine the success of the event, what worked, what didn't work and changes for the following year
- Pay all remaining event expenses
- Provide STEGH Foundation with net revenues within 30 days from the event
- Provide STEGH Foundation with all donor information for tax receipting within 30 days from the event
- Start planning for next year!