

Event Time Line

10 – 12 months out

- Select an event chair
- Decide on a financial goal
- Decide on the ticket price
- Establish the budget
- Set the date and time
- Set the theme and attire
- Reserve a location – See “Venue Selection Checklist”
- Arrange for coat check
- Arrange for valet parking
- Invite your celebrity guest
- Design and print donor slips (donation forms)
- Hire a professional auctioneer
- Compile a scrapbook and keep accurate records (on-going)
- Purchase fundraising-event software
- Select and secure chairpersons – consider:
 - Volunteers Chair
 - Item Acquisition Chair
 - Invitations/Reservations Chair
 - Venue/Decorations Chair
 - Printed Program Chair
 - Silent Auction Chair
 - Live Auction Chair
 - Cashier/Checkout Chair
 - Thank You Letter Chair
- Meet with committee chairs monthly

7 – 9 months out

- Prepare an event fact sheet
- Draft an agenda for the event
- Decide on donor incentives
- Recruit volunteers
- Conduct a volunteer orientation
 - Establish committees
 - Acquisition kickoff
- Find underwriters (on-going)
- Find sponsors (on-going)
- Solicit auction items (on-going)
- Set Acquisition deadline
- Arrange for receiving and storing items
- Hire professional audio/visual company
- Meet with printer – begin invitation design

5 – 6 months out

- Order credit card terminals
- Select and book entertainment
- Arrange for guest photos against themed background
- Order party favors
- Hire a photographer
- Advertise the event on your website
- Arrange for an emotional appeal video

3 – 4 months out

- Send out “Save-the-Date” postcards
- Decide on and order decorations for:
 - Entrance
 - Centerpieces
 - Stage
 - Bars
- Interview and select caterer
- Distribute news releases
- Contact local press to do a feature article
- Get on all local community calendars
- Table host party
- Print direction signs
- Design and print education material
- Arrange for opportunity drawing(s)

1 – 2 months out

- Order liquor license
- Order insurance
- Secure table hosts
- Arrange for a VIP to greet guests
- Print sponsor banners
- Give last year’s bidders a personal call
- Send out invitations
- Print live auction bid cards
- Prepare packets for guests
- Design the printed program
- Arrange for security
- Prepare script for event MC
- Prepare script for Item Describer (live auction)
- Print table number cards
- Print table name cards
- Print live auction bid sheets
- Determine registration process
- Determine cashier and checkout process
- Arrange for a “paper” backup system for registration and checkout
- Assign board members to greet guests

1 – 2 months out (continued)

Update website with auction item teasers
Start packaging items for silent and live auctions
Secure day-of-event volunteers:

- Even MC
- Direction people
- Registration table people
- Door greeters
- Silent auction table people
- Silent auction MC
- Ushers
- Cashiers and check-out people
- People to help carry items out
- Cleanup people

Opportunity drawing ticket sellers

- Live models
- Sound, lighting, PowerPoint technicians
- Live auction helpers
 - Item describer
 - Item displayer(s)
 - Bid spotters
 - Clerks
 - Runners

1 – 4 weeks out

Print silent auction bid sheets
Decide on fund-a-program donation levels
Meet with the Auctioneer
Get badges to identify volunteers
Assign items to silent and live auctions
For each silent auction item you should provide:

- Something to display
- A description
- A stand for the description
- A Silent auction bid sheet
- A Pen

Hold a pre-auction open house
Determine minimum bids
Staff the registration table
Design seating chart
Assign bid numbers to guests
Print the program
Arrange for an emotional appeal speaker
Arrange for a fund-a-program emotional appeal
Give caterer final number of people
Arrange for first aid

Find a silent auction MC
Create PowerPoint slides of live auction items
Arrange for delivery of large live auction items
Provide training for day-of-event volunteers
Make last-minute invitation phone calls

Day of Event

Deliver auction items to the event
Set up registrations table
Set up computers
Set up credit card terminals
Set up decorations
Set up guest photos against themed background
Set up sponsor banners
Set up silent auction tables
Set up silent auction items
Set up live auction tables
Set up live auction items
Set up table number cards
Set up table name cards
Set up bars
Supervise table setup
Set up centerpieces
Set up the stage, podium, and microphone stand
Set up the sound system
Set up the video equipment (screens & projectors)
Conduct any last-minute training of volunteers
Gain access to lighting & temperature controls, and fuse box
Set up area for live auction items near stage
Make sure restrooms are clean and stocked
Set up garbage cans if needed
Set up cashier tables
Greet entertainers upon arrival
Greet celebrity upon arrival

1 day – 2 weeks after

Deliver large auction items
Construct a financial analysis
Conduct a post-event analysis meeting
Conduct the post-event party
Thank all contributors
Send out statements to silent and live auction winners
Mail questionnaire to guests