

Fundraising Event Success Checklist / Test

Answer the statements below to determine if holding a fundraising event is right for your organization. If you answer “yes” to most statements in the *Reasons to Hold a Fundraising Event* list, then your organization is in a good position to benefit from a well-designed, well-executed fundraising event. If you answer “no” to ANY statements in *Reasons to Strongly Consider an Alternative* then I suggest considering an alternative, probably more cost effective, route to raising funds for your organization.

Reasons to Hold a Fundraising Event if Answered “Yes”

- | <u>Yes</u> | <u>No</u> | |
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| — | — | Is leadership seeking to raise money from people who are not already contributing members? |
| — | — | Does leadership want to introduce new people to the organization’s mission and make money while doing so? |
| — | — | Does the organization have a large membership that leadership wants to bring together at one location regularly to conduct business, have fun, and raise money? |
| — | — | Is the membership large and highly dispersed geographically where it would be beneficial for members in local communities to have a chance to meet each other and work together to support the organization and its mission? |
| — | — | Are members generally philanthropic and have special interests that can be turned to fundraising advantage by holding events that offer auctions, raffles, and games featuring specialty merchandise, services, and vacation trips that members desire? |
| — | — | Do members enjoy social interaction with each other? |
| — | — | Does leadership want to increase the organization’s profile in the community? |
| — | — | Does leadership want to raise funds that are unrestricted, meaning money raised can be used to fund basic organization operations and administration or accomplish a specific work program, mission-related objective, or capital project? |
| — | — | Does the organization have a ready supply of volunteers and/or staff who can effectively plan and conduct auction events that are fun and earn high net revenue? |

Reasons to Consider an Alternative to Event Fundraising if Answered “No”

- | <u>Yes</u> | <u>No</u> | |
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| — | — | Does the host organization have an individual(s) willing to serve (or capable of serving) as a chairperson (or co-chairs) who will organize and lead an event-planning and management team? |
| — | — | Are there staff or volunteers willing to work as a team and put in the time and effort necessary to effectively conduct a major event? |
| — | — | Are there staff or volunteers willing to act as workers if assigned simple tasks, many of whom are also willing to develop a business plan and take leadership roles to guide planning and managing the event? |
| — | — | Does the organization have a clear mission or purpose to motivate giving at an event? |
| — | — | Do donors rarely give cash or other direct gifts if and when asked by the organization and expect nothing in return? |
| — | — | Do members have a great deal of interest in meeting with each other for social, business, or fundraising purposes, and seek ways to do so? |