

Checklist for Organizing an Event



✓ Use this to ensure that you have the support you need to plan, execute and follow up on your event!

Two Months Before

- € Select the date for your event
- € Determine what type of event you will throw
- € Inform Asante Africa that you will be hosting an event and request an Event Organizing Kit
- € Create a guest list
- € Create a budget and menu
- € Create a fundraising goal

Six Weeks Before

- € Send or email invitations
- € Begin tracking RSVPs
- € Review all the materials in your Event Organizing Kit

Four Weeks Before

- € Finalize event reservations (Location, Menu, Etc)
- € Map out event logistics (i.e. if showing DVD, will everyone be able to see? Where will you stand to present?)

One Week Before

- € Review RSVPs and call everyone you haven't heard from
- € Confirm with caterer or menu planner (if applicable)
- € Purchase beverages and supplies
- € Assign "volunteers" to welcome and check in guests, restock beverages, replenish food, etc.

Day Of (see the sample timeline on the next page for more details)

- € Prepare food and beverages
- € Ask volunteers to arrive 1-2 hours before event to help with preparation and last-minute details
- € Setup sign-in table with pens, sign-in sheets and nametags
- € Set out Asante Africa materials (i.e. annual report, newsletter, brochures, donation forms)
- € Greet Guests
- € Set aside a basket to collect donations
- € Have fun!!

The Presentation

- € Gather your guests and present your reasons for hosting the event and supporting Asante Africa
- € Invite guests to ask questions
- € Hand out donation envelopes and ask each guest to make a contribution

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Continued



After the Event

- € Collect all donation envelopes and the sign-in sheet and send them in one package to Asante Africa:
 - o Asante Africa
1334 Carlton Place
Livermore, California 94550
- € Send thank you notes or emails to all your guests. All guests who donated and provided contact information will also receive a thank you letter from Asante Africa that can be used for tax deduction purposes.
- € Send an email to those invited who were not able to attend your event and ask them to make an online donation to Asante Africa in honor of your event at <http://www.asanteafrica.org/howtohelp.html>. If they choose to write a check, have them put your name and event in the memo line.

Fundraiser Event Tips

- € Invite three to five times more people than you hope will attend
- € Invite guest to bring their friends along
- € Consider recruiting friends to help with food and logistics
- € Make arrangements with two or three people ahead of time to pull out their checkbooks when you ask
- € Encourage guests to host their own events!

Sample Time Line for a House Party/Presentation Event

(see our specific event kits for detailed time lines on other sample events!)

- 6:00-6:30pm Welcome guests; have them sign-in and get name tags. Provide light snacks and refreshments.
- 6:30-6:40pm Gather everyone and introduce Asante Africa. Speak about what Asante Africa means to you and why you support the organization. Have your guests introduce themselves.
- 6:40-7:00pm Show the Asante Africa DVD.
- 7:00-7:15pm Questions and Discussion
- 7:15-7:25pm Close the presentation portion of the evening by thanking the guests and inviting them to make their own contribution to Asante Africa.
- 7:30-8:00pm More food and conversation. Make sure guests have signed-in and received Asante Africa materials. Let them know that they can also contact the Asante Africa website for further information. <http://www.asanteafrica.org/index.html>

Thank you for all of your amazing work. We are heartened and inspired by your commitment to providing education to children of East Africa and the vision of Asante Africa.