1. DETERMINE THE PURPOSE
   Raise Money
   Increase LWV Visibility
   Should the event be linked to a LWV position?

2. SET A GOAL
   Dollar Amount / Be realistic
   New Members as a result of Increased Visibility

3. ESTABLISH A BUDGET
   Anticipate ALL expenses
   Include the value of all donated services & rental items
   Set ticket prices - Tiered pricing? Reduced price for advance sales?

4. FORM A HOST COMMITTEE
   Invite local celebrities, wealthy donors, business leaders to be part of the
   this committee. They don't actually run the event, but contribute money
   and encourage others to do the same

5. TARGET AUDIENCE
   Determine who you want to attend and plan everything based on what will
   appeal to that audience: location, activity, price.
   Should you partner with another organization?

6. EVENT SET-UP - ESTABLISHING A TIMETABLE IS CRITICAL
   Plan every aspect of the event - prizes, raffle gifts, food, beverages,
   tables, chairs, signs, Tickets, or invitations, set-up, clean up.
   Recruit volunteers & assign responsibilities.

7. MARKETING
   How will you get the word out? Invitation, Direct Mail? Press release,
   Flyers, Social Media/Facebook/ Constant Contact. Word of Mouth?
   Phone calls?

8. SALES
   How will tickets be sold? Advance sales, Day of event
   Mailed? Held for pick up @ event?

9. KEEP RECORDS
   Good records make it easier to plan & execute the next event.
   Sign in/registration sheets should gather email addresses for future events

10. ACKNOWLEDGEMENTS
    Thank everyone involved, contributors, volunteers, donors, & participants.
    Emails are acceptable for volunteers & participants. Use a Thank You
    Letter to acknowledge donations & contributions.