



Event Host Planning Guide

Register your event with Semper Fi & America's Fund! Complete the Semper Fi & America's Fund Event Proposal Form and submit as soon as possible. Read them carefully before you sign, and someone from our team will contact you to go over it with you - so don't worry if you have any questions!

Know the details by reading our Guidelines. These will help you know the basics and create a blueprint of your event for both you and the Community Events Team to work from. Don't forget to sign and submit!

Work with our Community Events Team to make your event as successful as it can be! They'll make sure you are provided:

- Dedicated support from a Semper Fi & America's Fund Event Manager
- High-quality Semper Fi & America's Fund logos
- Access to create your own unique fundraising website
- Promotion via TheFund.org
- SF&AF fundraising tips and guidance
- Materials to support your event, such as brochures, flyers, banner, golf tees, etc.

Prepare for your event by planning and budgeting. Use the checklist below as a guideline.

- **Plan**
 - Make a timeline.
 - Working backwards from your ideal date can help!
 - Draft an outline of your event - the 5 W's (Who, What, When, Where, & Why).
 - **What** will the event be?
 - **Use your creativity and passion** to plan a fundraising event that you would enjoy!
 - For ideas, check out our Fundraising Events from A-Z and the "Events" section of our website to see what others are doing.
 - Your own idea
 - **Who** will attend?
 - People you know:
 - Family
 - Friends
 - Coworkers
 - The public: Target your participants
 - Athletes
 - Families
 - Students
 - Golfers

- Effective publicity and marketing are the keys to a successful event.
- Advertising- Target your audience
 - Social Media -
 - Ask for free advertising - contact local newspapers, radio stations, community bulletin boards
 - Utilize flyers, handouts, email messages and word-of-mouth.
 - Don't forget to have all advertising approved by your SFF Event Manager
- **How** will your event be conducted?
 - Do you need volunteers? How many?
 - Who will you approach to help?
 - ◆ Friends
 - ◆ Families
 - ◆ Co-workers
 - ◆ Community
 - How will you recruit help?
 - Form committees and provide them guidance
- **Where** will your event take place?
 - The location and site of your event is necessary for success. Choosing a site is more than just finding out what rooms are available.
 - Consider factors like:
 - Room capacity
 - Indoor or outdoor event
 - Are there ramps/elevators/seats for those who require them?
 - Work with venues that fit your event, budget, and fundraising and event goals.
 - What items do you need
 - tables and chairs?
 - A podium?
 - A sound system?
- **When** will your event take place?
 - Consider scheduling it around your plans, holidays, school/company calendars, etc.
 - What time of day will be the best for your event?
 - Get your event on people's calendars!
- **Budget**
 - Determine your fundraising goal.
 - Aim high, but be realistic
 - How will your event raise money?
 - Donation website
 - Tickets for admission

- Raffles
 - Auctions
 - Donation pledges
 - Define your budget.
 - How will you pay to put on your event?
 - Personal funds
 - Raising funds
 - The budget should be specific, and include (but is not limited to):
 - What may cost money:
 - ◆ Printing
 - ◆ Permits/insurance
 - ◆ Venue fee
 - ◆ Entertainment
 - ◆ Audio/visual
 - ◆ Food and beverage
 - ◆ Decorations
 - ◆ Marketing
 - ◆ Supplies
 - Ways to raise money
 - ◆ Sponsorships
 - ◆ Ticket sales
 - ◆ Donations
 - ◆ Auction
 - Maintain good records to keep track of all income and expenses. Also, expect the unexpected, extra expenses will come up!
- **Work** with your Semper Fi & America's Fund Event Manager
 - What kind of promotional materials will help you at your event?
 - Do you have any military members or groups you know that would attend?
 - Will you need a guest speaker?
- **After Action**
 - Return all rentals
 - Balance the books
 - Check in with your Semper Fi & America's Fund Event Manager
 - Complete your SF&AF Check Donation Form -
 - indicate your event's name on the form,
 - let your Event Manager know when sent
 - Communicate with Event Manager if additional monies will be sent directly in support of your event

- Consider a check presentation if SF&AF reps are nearby - or do a virtual one!
 - Share pictures and any great quotes
- Make an after action report
 - Get feedback from attendees
 - Reflect on the event's success
- Send thank you notes to supporters
- Relax and be proud of your efforts and the difference you'll make
- Plan for next year

Semper Fi & America's Fund deeply appreciates you. You've given of your time, resources, and heart to put on a successful event. We thank you from the bottom of our hearts.

The donations and support you have raised through your fundraising efforts will help make a difference in our mission of providing for our wounded, critically ill, and injured service members and their families.

Thank you!