



“Event Ready” Checklist

Prior to embarking on an event, ask yourself these questions:

- Do you need the money?
- Do you have a convincing case for support?
- Do you have the staff expertise?
- Do you have active and highly motivated volunteers to help execute the event?
- Do you have access to funding sources (sponsors, ticket buyers, etc.)?
- What is the competition up to? Is there room for another gala, tournament, walk, etc. in the community?
- What are your unique selling points?
- Are you willing to cover the necessary expenditures?
- What are your organization’s fundraising priorities? Do events fit into the mix?
- How successful have you been with executing your existing events? Have they been cost effective? Have they been worth the staff investment of time?
- Is your organization well known in the community?
- How well does your organization work from a business perspective?
- Do you have an idea as to who the chairperson should be? Do you think that person will agree to lead? Do they have the right contacts to help?
- Can you identify prospective sponsors, including a lead?