



Checklist

What to do before, during and after a nonprofit fundraising event

SET UP - 3 months	PROMOTE - 1 month	REMIND - 1 week	INSPIRE The big day!	THANK + 1 day	WHAT'S NEXT? + 1 week
Mobile friendly event page	Drive traffic with direct mail	Update event page with social proof	Close registration and add important details for registrants	Update page with event pics (link)	Thank again, tell registrants what's next
Develop stories and content	Engage community with stories	Ask registrants to share top stories with friends	Encourage participants to share on social during event	Feature event pics	Share stories for next event
Write email drip campaigns	Early registration email campaigns	Send 1-2 FOMO emails	Email last-minute details to registrants	Send email blast with event pics	Thank again, tell them what's next
Assemble ambassadors	Ambassadors start promoting	Ambassadors last-minute push	Encourage ambassadors to share on social during event	Thank by phone and postcard	Coffee and bagels
Google Analytics	Native ad retargeting	Target friends of event registrants	Stop all ad campaigns	Thank all participants in thank you video	Debrief metrics

Brought to you by



John Haydon

www.johnhaydon.com

Constant Contact