**FUNDRAISING IMPLEMENTATION CALENDAR**

*Highlighted areas in green are complete; yellow are “in progress”; red need to be completed*

12 months prior to event (March 2024)

* Stop/Start/Stay post-mortem on current year’s fundraiser
* Evaluation survey to volunteers, sponsors and vendors
* Thank you letter or email to sponsors, vendors, volunteers, other involved parties—include an “Ask” for their participation next year
* Do we want to do this event in the next year?
  + If so, create the budget for the next year’s event
  + Ask for Board approval and then Club approval
  + If so, identify who is the Pre-Event Planning Coordinator and who will be responsible for the “Day of”/Field Coordinator

11 months prior to event (April 2024)

* Email application for event space for the next year
  + You can use current insurance certificate for the application and then update the site person after July 1 with the new policy (put this into your schedule depending upon the date of the fundraiser)
* Identify members of Planning Committee (Members of St. Augustine Sunrise Rotary Club only)
* Schedule Brainstorming meeting for this month
* Brainstorm meeting to
  + identify and explore any new ideas for the next year
    - Hot Air Balloons/Laser show—Brad Broome & Jeremy Kwaterski have agreed to work with us
      * [brad.broome@hotmail.com](about:blank) jeremy@balloonshows.com
  + are there other groups with whom you want to partner
  + are there other groups you want to market the event to (e.g., runners groups for races)
  + identify who will be responsible for what aspects of the event
  + Who will research possible contacts for the various components of the fundraiser (e.g., if you want children’s games who can your talk to about pricing and availability, if you want music, who can you get quote from, etc.)
  + discuss any ideas for logos—what kind of “look” do you want for this event? Do you have a theme? Do you have a story to tell?
* Request for graphics to artist so it can be presented to the Planning Committee next month
  + Graphic for Instagram
  + Graphic for Fb
  + Graphic for an 8-1/2” x 11” flyer
  + Graphic for signage
  + Graphic for tees
* Present update to the Board on progress and finances

10 months prior to event (May 2024)

* Follow up with County (or whomever) re: application for space and finalize acquisition of site and the date(s) this month
* Planning committee to:
  + follow up on previous Brainstorming meeting and begin to solidify the aspects of the event for the next year (events, activities, community partners, music, food, etc.)
  + Review artwork and make changes as needed
  + Discuss
    - What is the entrance fee?
    - Will you have pre-event discounts—what will that be?
    - Will you sell tickets online?
    - What are the Sponsorship categories/price points?
    - Do you want to have tee shirts?
    - Do you want to have a swag bag?
    - Do you want other giveaways included for registrants/participants?
    - Do you need Emergency Responders or a Licensed Practical Nurse available day of event?
    - What is your PR/Advertising/Social Media plan—write this out so it’s thoughtful, planned and thorough
    - Do you want a website for the event?
    - Who is running the Money Tent?
* Post/publish a Save the Date and location of event for the next year; Encourage members to Like and repost the Save the Date on their social media
* Present update to the Board on progress and finances

9 months prior to event (June 2024)

* Planning Committee
  + Create a flyer for fundraiser that can be used for sponsors; one for vendors; one for distribution to market the event to the public
  + create a list of potential beneficiaries to present to the Club at an Assembly
  + Do the beneficiaries on the list want to be beneficiaries? How will they use their donation?
  + follow up on previous outstanding items
* Club vote on beneficiary(ies)
* Social media posting to announce beneficiary(ies) of event
* Social media posting on vendor Fb pages to ask for vendors
* Encourage our members to like and repost all social media posts
* Present update to the Board on progress and finances

8 months prior to event (July 2024)

* Social media on Key Sponsor(s); encourage all members to Like and repost
* Create a list of other potential sponsors (name of business, contact, website, phone number, email address—you will need their logo once they agree to a sponsorship)
* Planning committee
  + Create a list of where you will place flyers to market the fundraiser
  + Who will be placing the flyers?
  + f/u on last month’s outstanding items
* Create a way for vendors to sign up for vendor spots
* Present update to the Board on progress and finances

7 months prior to event (August 2024)

* Planning Committee
  + identify volunteer positions needed so a Sign Up Genius can be created by the Volunteer Coordinator 6 months prior to the event
  + follow up on outstanding items from last month
* Social media posting on any new sponsorship commitments
* Social media giving more information about the beneficiary(ies) and what they do for our community
* Encourage all Members to Like and repost social media
* Pay annual premium for Sign Up Genius (approx. $110)
* Continue to work on getting sponsorships and vendors
* Present update to the Board on progress and finances

6 months prior to event (September 2024)

* Complete Signup Genius and email all members so they can start signing up to volunteer
* Is there a pre-event discount? Begin to publicize the link to purchase tickets, letting the public know about the discount
* Are you having an ATM at event? Order this now
* Present update to the Board on progress and finances

5 months prior to event (October 2024)

* Discuss volunteers needed with Beneficiary so they can begin to plan for volunteering
* Continue publicizing pre-event ticket purchase
* Social media about the event itself; encourage members to Like and repost
* Present update to the Board on progress and finances

4 months prior to event (November 2024)

* email to other Rotary Clubs and ask them to volunteer with SignUp Geniu link
* Present update to the Board on progress and finances

3 months prior to event (December 2024)

* Email to vendors with sign up form
* Are you utilizing Interact Clubs or NHS at the local high schools? Create a contact list and then let them know specifically what volunteer positions the kids can do
* Walk through Event space to begin to identify where you will place various components of the event
* Order dumpster if needed
* Present update to the Board on progress and finances

2 months prior to event (January 2024)

* Inventory Storage Unit
* Planning Committee
  + What resources are needed “Day of” event—water? Food for volunteers? Etc.
  + Create a “Day of” schedule
* All Section Heads turn in list of what is needed for purchase to Treasurer
* Order any marketing signage needed so it can be hung next month
* Present update to the Board on progress and finances

1 month prior to event (February 2024)

* Social media/PR/Advertising PUSH all month—links directly to ticket sales (if available online)
* Order any trophies/medals/awards needed
* Order tee shirts if having tee shirts for participants and/or volunteers
* Alcohol license to be filed
* Create sign in/sign out sheet for volunteers for Event Day
* Hang marketing signage
* Having a raffle? Start to identify how many; what’s in the raffle; how will you sell these?
* Purchase any remaining supplies needed
* Present update to the Board on progress and finances

Month of Event (March 2024)

* Email festival map to all involved in the event
* Email contact phone numbers to everyone
* Check needed for petty cash approximately 1 week before event—how much money do you need for change? How many bags?
* Do you need coolers?
* Do you need ice?
* Present update to the Board on progress and finances

Week of Event (March 15, 2024)

* Take needed items out of storage unit
* Set up event
* Meet with key players/Planning Committee to review the space and “Day of” Dress Rehearsal
* After event, take down signage
* Schedule the Stop/Start/Stay “Post-Mortem” to review how the event went and start feedback list for the following year.