

Do It Yourself (DIY) Event Checklist

Utilize these tools as a starting point to build and execute your event.

Brainstorm

- List your passion, hobbies, and interests to generate fundraising ideas.
 - Decide on a name for your fundraiser – get creative!
 - Think about who should be involved or who you will ask for support.

Logistics

- Pick a Location
 - Explore locations without site fees, opportunities to get space donated, or negotiate a reduced rate.
 - Is your event outdoors? Does this location offer a weather contingency option?
- Determine a date and time
 - We recommend planning a minimum of 6 months in advance.
 - Try picking a date that would work for you annually to help attendees mark their calendar year after year.
- Permits (usually for larger events involving the public) and insurance
 - Visit your local municipality building to determine timelines and who you should be working with. Consider what city, park, or street permits you may need.
 - If insurance is required, organizers must purchase an insurance policy at their sole expense, or use donations made directly to the third-party event. To purchase one-day insurance, we suggest K&K Insurance, www.kandkinsurance.com (800-637-4757), or a similar insurance company.

Set a Goal & Prepare a Budget

- How many people do you anticipate?
 - Will you require a registration fee or have a suggested donation?
- Determine possible expenses and estimate costs.
- Consider reaching out to businesses for in-support or a corporate donation.
 - To ensure your corporate donations are applied to your fundraiser gifts can be made online directly through your event page or via check utilizing our [Corporate Donation form](#).
 - Ask for in-kind donations to offset expenses and/or add to your event experience?
 - For example, food, beverage, sound system, T-shirts, decorations, etc.

Fundraising

- Consider a suggested or required donation to attend.
- Review our [Fundraising Tips and Tricks](#) for fundraising ideas

Volunteers

- Recruit your crew to help you organize, plan, and execute your event.
- Delegate tasks and check in regularly to monitor the group's progress.

Promotion

- How will people find out about your event?
 - Make a list of your network and potential supports
 - Email, call, text, and share your event on social media. Access our [social media toolkit here](#).
 - Create a flyer utilizing our customizable templates, [Green](#) or [White](#) versions, to help promote your event.
- Canva.com is another great resource for creating promotional materials.
- Refer to the ["Crohn's & Colitis Foundation Brand Guidelines"](#) when creating promotional materials.

Day of the Event

- Schedule a pre-event walk-through with your volunteers to review everyone's roles and responsibilities.
- Create a checklist of the day's schedule, including a list of contact information of vendors and volunteers, etc.
- Have fun and greet attendees to communicate the event's schedule.

Post Event

- Be sure to thank attendees, volunteers, and supporters through an email or personal note.
- Ensure any donations made via cash or check are attributed to your event by mailing them to the Foundation along with our [Offline Donation Form](#).

Congratulations on a successful event!

For additional support reach out to our DIY team at DIY@crohnscolitisfoundation.org