

# **STEPS FOR ORGANIZING A SUCCESSFUL EVENT OR PROMOTION**

## **on behalf of New Horizons Shelter and Outreach Centers**

### **Educate yourself on our mission**

When you are passionate about our mission it will be easier to bring others on board and create a successful event! We encourage you to explore our website and meet with our staff to learn about the important work we do in the community.

### **Make a plan**

Start planning your event as far in advance as you can to ensure proper time to secure a date, time, venue, and community attendance! It is important when making these decisions to consider the time commitment it will take from you and your team to make it a success. Avoid major holidays, school vacations, and other events that may affect attendance.

### **Create a budget**

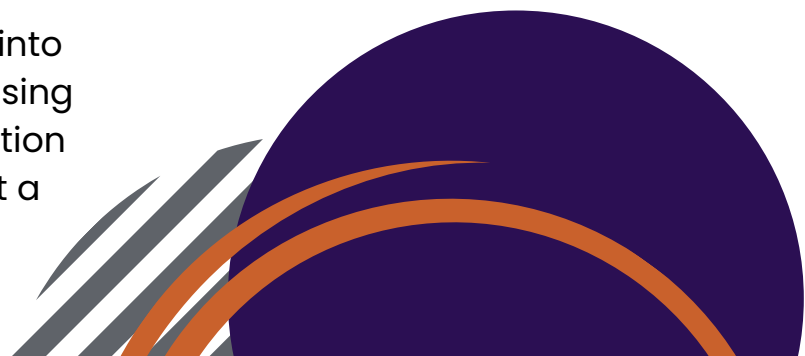
We encourage our amazing community supporters to create a budget at the start of planning your event. It is important to consider all costs including venue rental, catering, permits/licenses, decorations, and advertising. When creating this budget, stay in touch with our team to find community connections that may keep expenses low.

### **Build a team**

Everything is more fun with friends! Don't do it alone, and put together a team that will share the responsibilities and ultimately grow the impact of your event.

### **Apply and connect with us**

Once you are ready to put your plan into action, fill out the "Third Party Fundraising Agreement Application". This application will help us help you make your event a success!





## **Invite the community**

The key to a successful event is effective marketing! Together, we will create a plan to bring awareness to your event in the community. Don't forget that less can be more, and word of mouth is a very powerful tool.

## **Enjoy your event**

The hard part is over! Enjoy your fundraiser and watch the community show their support for an amazing cause!

## **Make your contribution**

All funds should be collected and forwarded to the agency within 30 days of your event or promotion.

## **Show gratitude**

Your donors and volunteers were the key to your success, so don't forget to thank them. We will too!

## **Do it again next year**

Look at all the success you had and identify areas for improvement so that you can hold the event again with even greater success next year! Don't forget that you need to resubmit an application every year.

## **So, take the first step, and complete the application!**

If you have any questions or would like more information about organizing a fundraising event, contact our Development Coordinator, Sierra Lyon, at 608-791-2610 ext. 1305 of [dev@nhagainstabuse.org](mailto:dev@nhagainstabuse.org).

