



FUNDRAISING "EVENT IN A BOX"

* STEPS *

REGISTER

- **All fundraising events to benefit YouthAIDS MUST be registered**
Go to the YouthAIDS website at www.youthaids.org. This will establish a direct contact between YouthAIDS and your school.

ORGANIZE

- **Pick a lead coordinator and organize a planning committee**
Make sure each team member has a responsibility.

HINT: If you are in charge of the event, you probably have a lot to organize. You need others to assist you with planning the details. Reach out to friends you think would be interested in getting involved, think about how they will contribute to the event and assign them to a task best suited for their strengths. The more help you can find, the more likely you all can pull an event together that everyone will enjoy.

- **Decide what type of event you want to have and what the goal of the event is**

HINT: Think about what you want to accomplish. Do you want to raise money – if so, how much? Do you want to have an awareness event – if so, what is the message?

PLAN

- **Develop a strategy and timeline**
Ensure that every single detail has been covered and that you have working deadlines. The three most important things are event location, budget and volunteers.

- **Set a Date, Time & Location for the Event**

HINT: Remember to take holidays, weather, and your schedule into consideration when planning your event. When looking at venues, be sure they can accommodate the number of attendees you plan to have attend. Also consider if there is a rental fee. Make sure it is a place that is easy to get to. If parking is needed, make sure it is close by.

- **Set your budget**
Determine what needs to be paid for and what can be donated.

- **Get Local Sponsors**

HINT: Consider sponsors that make sense to your community or school. You should also look at businesses that you frequent or that would want to be involved in an event of this nature. Local sponsors work best. The number of businesses, individuals and groups that want to help might surprise you.

- **Get Entertainment**

HINT: Entertainment is not always necessary. But if it is, it usually needs to be booked early. Consider your venue when booking entertainment. Make sure that the venue will hold your guests and entertainment comfortably.

- **Get the Word Out**

Utilize all possible sources to advertise your event. Develop posters, post messages, cover billboards, contact your school newspaper, and send out e-mails Think of it this way: No matter how small or big your chapter might be, find a way to reach EVERYONE! Here are some ways to get the word out:

- Internet Campaigns/Facebook – create form emails people can send out and/or a group or event profile.
- Direct mail – create mailers or invitations that can be mass produced (palm cards, flyers)
- Press Coverage – write a press release
- Word of Mouth

EXECUTE

- **Attendees**

Determine how many attendees you are expecting.

HINT: If you are planning to have a ticket price for the event, be sure that the number of attendees times the ticket price will get you to your fundraising goal.

- **Volunteers**

Determine how many volunteers you will need and how you will get them.

HINT: Your base of volunteers can be your organizing committee but you may also need additional help the day of the event. Be sure to choose people you trust and who are there to work. It is easiest if you make one person in charge of coordinating volunteers on the day of the event so they have a consistent point of contact.

- **Food, Prizes & Other Extras**

Determine what you will need to purchase and what can be donated. You should evaluate which of the following you will need:

- Food & Drinks
- Decorations
- Give Away Prizes or Favors
- Rental Tables, Chairs or Linens
- Audio Visual Equipment
- Photographer

HINT: Remember that you are doing this for a good cause and remind people of that. You never know what will be donated!

- **Structure Event**

Determine if you need to have a check in/registration/ticket collection and who will staff it. Plan out a speaking program or awards presentation if that is part of the event. Choose an emcee.

WRAP UP

- **Send the proceeds of your event to YouthAIDS**

Please make all checks payable to "YouthAIDS/PSI" and mail to:

YouthAIDS/PSI

Attn: Bethany O'Connor

1120 19th Street, N.W., Suite 600

Washington, DC 20036

Phone: 202-469-6677

Email: boconnor@psi.org

- **Please feel free to do a write-up of the event with photographs and email them to your YouthAIDS contact.**

- **Make sure to send out post-event thank you notes to everyone who helped out with the event.**

* TIPS *

Be creative!

Think about trends. Come up with an innovative event. For example, don't host a dance-a-thon if another group is doing something similar.

Type of Events

Here are some suggestions for types of events to plan:

Fundraisers

Sporting Event

Dorm Wars

Haunted House

Anything-a-Thon

Running Race (5k)

Bike Race

Art Show

Comedy Show

Concert

Greek Sing

Festival/Carnival

Raffle

Silent Auction

Golf Tournament

Battle of the Bands

Awareness

Informational Tabling

PSA Contest

Writing/Essay Contest

Education

Town Hall Meetings

Round Table Discussions

Guest Speakers

Debates

Articles in Local Papers

Check out www.youthaids.org/sigep to see what events other groups have successfully executed!

Partner with other groups

It is always good to partner with other student or community organizations if you can. This means more power behind the event!

Know your facts

Educate your fellow event organizers about the HIV/AIDS crisis so you can present facts when you hold your event. Check out www.unaids.org for the most up to date statistics and information about HIV/AIDS. During the event, have fliers to pass out that give facts and details about the HIV/AIDS epidemic. For example, "FACT - Over the course of a two hour YouthAIDS / "YOUR EVENT'S NAME HERE" event, 500 young people will become infected with HIV."

Reach out for help

Contact us with your thoughts, questions, and concerns – we are here for you! Let us know about your event and, if you need help, run your ideas by the office. Feel free to contact us with questions at youthaidsinfo@psi.org.