

# 10 Steps to Organizing a Successful Event

Every successful event requires proper planning and preparation. Please follow these steps and your event is sure to be a success.

## 1) ESTABLISH GOALS

The objective you set for your group should include a financial figure, as well as tangible elements such as awareness and impact of the event on your community. Know that your efforts will help to advance the pace and progress of autism research.

## 2) PICK THE IDEAL FUNDRAISER

There are many ideas that you can choose from. You can host a bowling tournament, dart tournament, car wash, plan a party, do a letter writing campaign, host a rally, create an athletic event, or choose from a list of others. It is up to you, but be sure to identify your target audience and select an event that will best help you to fulfill the goals you have established.

## 3) FORM A PLANNING COMMITTEE

Many hands make light the work! Ask your family and friends to help with the planning of the event. It is important to maintain close and constant contact with your group members and to motivate and encourage them constantly. Being a positive role model for the group is also important, not only in terms of how much money you raise, but also in terms of how much time and effort is put into your fundraiser. Establishing this group at the beginning of the process will help to provide the support necessary to make your event the best it can be.

## 4) IDENTIFY YOUR PARTICIPANTS

Choosing the right event for those participating is crucial to achieving your goals. Consider how you can tap into new and creative demographic groups, as well as family, friends, co-workers and other supporters who you can target to participate.

## 5) PLAN THE BUDGET

Determine needs such as printing, promotion, prizes, etc. Doing this before the event will help keep costs down and may even identify sources for donations. If you have questions, do not hesitate to contact a staff member at Autism Speaks to learn more and identify all of the aspects of your event for which you will need to account.

## 6) SCHEDULE THE EVENT

Consider holidays, local events, and timing. Make sure to leave yourself plenty of time to gather support, promote the event and execute it to the best of your ability. The more time you give yourself to host an event, the greater your success.

## 7) KEEP RECORDS OF ALL DONATIONS

You will want to thank these people later for all of their help and support. A simple excel spreadsheet or a handwritten list is easy to use. Be sure to include committee members, volunteers, sponsors and donors. The list should provide name, address, contact information, and donation amount.

## 8) HOST THE EVENT

Easier said than done, but this is always the most fun!

## 9) COLLECT THE FUNDS

We ask that all funds be forwarded to Autism Speaks no more than two weeks after your event. Checks should be made payable to Autism Speaks.

## 10) THANK YOU!

Be sure to acknowledge all those who were involved in your event including volunteers, donors, sponsors, and anyone else that helped you. Autism Speaks will work with you to issue letters thanking each of your participants, but an extra letter from you or a fellow committee member goes a long way towards ensuring their support for years to come.

*\* Please remember to maintain contact with an Autism Speaks staff member throughout the process, updating us on progress, changes, additional needs, possible concerns, etc. We are here to help you host a successful event.*