

Community Resource Exchange Special Event Planning Tool

	2009	2010
Purpose of the Event:	<ul style="list-style-type: none"> ➤ Fundraising ➤ Cultivation ➤ Other : 	
Funding Focus	<ul style="list-style-type: none"> ➤ Special campaign ➤ General support ➤ Program 	
Type of Event	<ul style="list-style-type: none"> ➤ Gala ➤ Cocktail Reception ➤ Lunch ➤ Breakfast/Brunch ➤ Other 	
Theme	IE: "Anniversary Celebration" "Helping us Build Healthy Communities"	
Fundraising Goal	\$	
Event Budget	\$	
Sponsorship Opportunities		
Cost of tickets		
Date		
Location		
Honorees		
Event Committee		
Target Audience (Industries, sectors, profile)		
Number of Guests	# VIPs # General Guests	
Program (Brief description of what the event will look like)		
Additional activities	<ul style="list-style-type: none"> ➤ Raffle ➤ Auction ➤ Event Journal ➤ Other 	
Event Outcomes	<ul style="list-style-type: none"> • New committee members engaged • Increase in the amount raised through ticket sales • Increased sponsorship support • Opportunities to meet donors face to face and recruit new supporters 	