



BUILDING STRENGTH IN ORGANIZATIONS

SO THEY CAN MAKE A BETTER WORLD

SAMPLE POST-EVENT CHECKLIST

Next Day:

- ✓ Take ticketing, sponsorship, raffle, auction off the event page, link to Donate page, video, photo gallery, and/or e-journal
- ✓ Make thank-you calls to sponsors, honorees, performers, and event chairs
- ✓ Prepare and arrange for celebration e-blast thanking and tagging sponsors, honorees, performers, event chairs, etc. including links to the event web page photo gallery, e-journal, and video (orchestrate a board member sharing campaign!)

Within 2 weeks:

- ✓ Provide honorees, chairs, and board members their personal event donor lists so they can also thank their folks
- ✓ Prepare and arrange for emailing and mailing of personalized donor acknowledgment letters (with tax deduction amount/language, add personal notes)
- ✓ Mail program handouts, printed journals, and/or goodie bags to VIPs, sponsors, and major donors that missed the event
- ✓ Send e-journal link to advertisers and stakeholders listed thanking them for their support
- ✓ Send video and/or photo gallery to honorees and board to share with family and guests
- ✓ Elicit feedback from staff, board, and other key stakeholders
- ✓ Schedule debriefing meeting with event/development committee
- ✓ Ensure that all pledges are collected
- ✓ Mail all auction items or certificates

Within 3-4 Weeks:

- ✓ Work with board, staff, and committee members to determine which event guests should be cultivated further as future event honorees and sponsors, board or committee members, volunteers, etc., or invited for a program tour (develop 1:1 stewardship plans!)
- ✓ Determine which expenses should be eliminated, reduced, or increased in the future; assess the needs to increase future revenue
- ✓ Ensure that all new donors and guest contact information is added to the database to receive future communications
- ✓ Assign all new donors to a board member or staff to send a welcome email with ways to engage
- ✓ Upload all event-related docs to a shared drive labeled 'final'
- ✓ Reach out to us if you want to grow your next event! (contact@growthforgood.com)