



Foundation for Ichthyosis & Related Skin Types, Inc.® (FIRST) Timeline

SIX MONTHS BEFORE THE EVENT

- Recruit a committee to help plan the event
- Choose an Event
- Check community calendar for other planned events
- Decide on date and time of the event
- Choose a location – call for prices and availability
- Determine if an auction/raffle will be held at the event
- Complete and return Volunteer Fundraising Authorization form(s)
- Contact Foundation to check on permits, licenses or registrations
- Set a goal
- Set a budget
- Target sponsors for monetary and in-kind donations
- Develop a working plan using your Planning Calendar (page 45)
- Begin to develop promotional materials, flyers, brochures, posters (we can help you with this)
-

FIVE MONTHS BEFORE THE EVENT

- Send letters to local businesses asking for sponsorships and donations
- Establish mailing list to promote event

FOUR MONTHS BEFORE THE EVENT

- Prepare and mail “Save the Date” cards
- Follow-up with letters mailed to local businesses (sponsorships and donations)

THREE MONTHS BEFORE THE EVENT

- Meet with committee and check on progress of sponsorship
- Finalize promotional materials
- Make a list of all media outlets to send press release

TWO MONTHS BEFORE THE EVENT

- Send flyers, brochures to local businesses, friends and family advertising your event
- Utilize social networking to promote event
- Order printed materials (t-shirts, banners or other specialties)
- Finalize sponsorship signage
- Write Press Release and distribute

ONE MONTH BEFORE THE EVENT

- Pick up any remaining in-kind donations
- Have forms/tickets ready for auction, 50-50 and raffle
- Confirm all arrangements with event location
- Meet with committee to assign tasks for day of event

ONE WEEK BEFORE EVENT

- Meet with facility staff to finalize all arrangements
- Follow-up with outstanding donations

DAY OF EVENT

- Arrive early and meet with committee to confirm tasks
- Set-up registration table and raffle table(s)
- Place sign/banners in appropriate locations

POST EVENT

- Send thank you letters to volunteers and sponsors
- Reconcile all monetary donations and mail to the Foundation