

PRE-EVENT CHECKLIST

This is a pre-event checklist to help you hit all the milestones in planning and fulfilling your event

- Brainstorm and decide what kind of event you are organizing. Choose a theme if appropriate.
- Complete and submit your Event Proposal Form to MSF Canada at communityevents@toronto.msf.org
- Request an endorsement letter from MSF
- Outline the responsibilities of every person involved in the event. Designate sub-committees (marketing, sales, sponsorship, etc.)
- Draft your budget and set a fundraising goal that is attainable.
- Set a date. Check to see if your preferred venue(s) are available for this date.
- Book the venue.
- Make note of equipment requirements
- Decide on what suppliers you need to make your event successful. Consider entertainment, food, decor, audio visual, and printing.
- Apply for permits (e.g. parking, liquor, raffle), if applicable
- Seek sponsorship from the local businesses, etc. Use the endorsement letter to help gain support
Note: Please remember MSF is not able to reimburse or provide tax receipts for event costs
- Organize volunteers - friends, family, colleagues or other motivated people
- Prepare promotional materials like flyers and posters.
Note: Be sure to get approval on all printed materials from MSF prior to advertising.
- Confirm a speaker or any entertainer you might need (e.g. MCs, band, comedian, auctioneer, etc.)
Note: For MSF speaker, be sure to request 8 to 10 weeks in advance of the event
- Create a final list of volunteers and determine their day-of duties. Send out agenda and reminders
- Keep track of your event guests/participants, number of tickets sold, sponsors, etc.
- Submit event details to local events calendars and local media.
- Spread the word through social media to increase attendance and support for your event.
- Post a link to your online fundraising page on Facebook and create an event page for your fundraiser
- Tweet links to your online fundraising page and provide updates on your event.
- Send out an e-mail or post it on WhatsApp, Instagram or SMS
- Print out pledge forms to track in-person donations and tax receipt requests

EVENT DAY CHECKLIST

- Meet with your committee and volunteers before the event starts to make sure everyone knows their roles/duties.
- Take photos of your event on the big day and share on Instagram, Snapchat, WhatsApp or Facebook.
Note: Please remember to obtain signed consent to use photographs of anyone attending your event.
- Assign someone to be responsible for handling the donations
- When collecting donations, make sure to have donors fill out pledge forms so that we can issue them tax receipts.
- Encourage attendees to donate online through your fundraising page to make donating easy for participants.