



SOUTH CENTRAL INDIANA AIDS WALK

Steps to Plan a Fundraiser

1. Organize a Committee

Organize a group of Team Members that can help plan the event. Do you have members that can't attend the AIDS Walk but would still like to help? Invite them to help you plan a team fundraiser!

2. Choose an Event

Think of successful fundraising events that you have attended and the resources you are able to secure. Have a neighborhood bar? Happy hour fundraiser! Have lots of talented friends? Hold a talent show!

3. Find a Location

Find a venue that is centrally located and able to accommodate the type of fundraiser you plan to have.

4. Select a Date and Time

If you're unsure what day to have your event, work with the venue you just secured to figure out a date and time that works for them.

5. Promote

Make sure everyone you know is aware of your event! Use Facebook, send emails, and make flyers. Encourage everyone to bring a friend! If you send an email to btownaidswalk@gmail.com, we will share your event on CAAG's social media as well.

6. Have Fun at the Event!

On the day of your fundraising event, make sure you take pictures not only to remember all the fun from that day, but to encourage those that couldn't make it to donate.

7. Send Thank You Notes

A successful event couldn't have happened without the help of your committee and attendees. Make sure you thank them via email or thank you cards, and give them an update on how the event went! Showing gratitude goes a long way and encourages everyone to continue supporting the team.