



# Guide to planning an event for INARA

Planning a fundraising event for INARA, or any nonprofit organization, requires careful consideration and attention to detail. INARA is an organization that provides life-altering medical care for children affected by war, so your event should reflect the organization's mission and values. Here's a step-by-step guide to help you plan a successful fundraising event for INARA

**Your first step is to notify INARA's team, we might have more tools or ideas that might help you**

## **1. Define Your Goal:**

- Clearly define your fundraising goal. Determine how much money you aim to raise and how the funds will be utilized by INARA.

## **2. Understand INARA's Mission:**

- Familiarize yourself with INARA's mission, vision, and ongoing projects. This understanding will help you align your event with the organization's goals.

## **3. Create a Budget:**

- Develop a budget outlining all potential expenses, including venue rental, catering, decorations, promotional materials, and any other costs associated with the event.

## **4. Choose the Type of Event:**

- Select an event format that aligns with your goals and audience. Options include a gala, auction, charity run, benefit concert, or a community event.

## **5. Set a Date and Time:**

- Choose a date and time that works well for your target audience and doesn't conflict with other major events in the area.

## **6. Select a Venue:**

- Find a suitable venue that can accommodate your expected number of attendees. Consider factors such as location, capacity, and cost.

## **7. Build a Team:**

- Recruit volunteers to help with planning, logistics, marketing, and on-site management. Ensure everyone is aware of their roles and responsibilities.

## **8. Secure Sponsors:**

- Reach out to local businesses, corporations, or individuals who may be interested in sponsoring the event. Offer various sponsorship packages with benefits like logo placement, mentions, or booth space.

## **9. Promote Your Event:**

- Develop a marketing plan to create awareness for your event. Utilize social media, email campaigns, press releases, and local media to spread the word.

## **10. Online Fundraising:**

- Set up an online fundraising platform to accept donations before, during, and after the event. Platforms like GoFundMe, CrowdRise, or INARA's own fundraising tools can be useful. (reach out to INARA's communications team, we can help with that)

## **11. Entertainment and Program:**

- Plan the event program, including any speakers, entertainment, or activities. Consider including stories about children who have benefited from INARA's services to create an emotional connection with the cause.

## **12. Registration and Ticketing:**

- If applicable, set up an online registration and ticketing system. Make it easy for attendees to sign up and purchase tickets in advance.

### **13. On-Site Logistics:**

- Plan the logistics of the event day, including registration, catering, seating, and any other activities. Ensure that everything runs smoothly to provide a positive experience for attendees.

### **14. Follow-Up:**

- After the event, express gratitude to participants, sponsors, and volunteers. Provide updates on the funds raised and how they will impact INARA's work. Consider sending thank-you notes or organizing a post-event gathering.

### **15. Evaluate and Learn:**

- Conduct a post-event evaluation to assess what worked well and what could be improved. Use this feedback to enhance future events.

Remember to keep the focus on INARA's mission and the children it serves throughout the planning process. Good luck with your fundraising event!