

# Event Checklist

## Getting Started

**8-10 weeks in advance of your event:**

- Select a venue for your event and determine your target number of guests.
- Set a time and date.

## Outreach

**6-8 weeks in advance of your event:**

- Set a fundraising goal, and activate your personal fundraising page to begin raising money to meet your goal.
- Finalize the invite list, making sure to invite at least two to three times as many people as you would like to attend your event.
- Send out invitations to your event.

## Event Logistics

**4-6 weeks in advance of your event:**

- Decide what food and drinks you will be serving at your event.
- Determine who will be speaking during your event and whether you would like to request a Habitat NYC and Westchester representative to speak, if available.

## Final Steps

**1-3 weeks in advance of your event:**

- Prepare a brief introduction to kick off the event program, sharing your personal connection to Habitat NYC and Westchester.
- Review the key talking points for ideas and tips on messaging.
- Print donation forms, signs, and any other materials you will use during the event.

## Post-Event Follow Up

**1 week following your event:**

- Send thank you notes to all of your event attendees.
- Include a link to your fundraising page in your thank you's in case any attendees want to donate after the event.
- Return completed donation forms to Habitat – Mail or drop off to:  
*Habitat NYC and Westchester c/o Julia Diegel*  
*111 John Street, 23<sup>rd</sup> Floor*  
*New York, NY 10038*

## Resources

*We will provide the following resources to help you plan and carry out your event:*

- ✓ Fundraising webpage
- ✓ Habitat NYC and Westchester talking points and branding elements
- ✓ Habitat NYC and Westchester informational materials and video download
- ✓ Donation forms
- ✓ Social media and email message templates
- ✓ DIY photobooth props