

# Sample Action Plan

5-12 months before event	Person Responsible	Date Completed
Decide on the type of event you would like to organize		
Are there competing events in your area?		
Recruit a volunteer event planning committee		
Register your event with SickKids Foundation		
Research the costs associated with your event		
Create your budget showing expenses and revenue		
Set up a regular meeting with your committee		
Secure your venue. Order supplies		
Send letters out to people/businesses for sponsorship or donations		
Create your fundraising event webpage to share		
3-5 months before event	Person Responsible	Date Completed
Develop your invitation list		
Create and send out materials to promote your event		
Invite local celebrities (i.e. Mayor)		
Recruit additional volunteers if needed		
1-3 months before event	Person Responsible	Date Completed
Contact local newspapers, radio stations, companies with digital signs to promote and provide coverage at your event		
Arrange photography/videography for the the event		
1 week before event	Person Responsible	Date Completed
Confirm your location and any set up details		
Contact any suppliers to confirm deliveries/pick up		
Connect with volunteers to provide detailed info		
Day of event	Person Responsible	Date Completed
Arrive early to set up, and cover off any last minute details that may arise		
Record all donations, ticket sales and deposit funds		
After event	Person Responsible	Date Completed
Pay all outstanding expenses		
Send proceeds and photos to SickKids Foundation		
Send out thank you letters		
Begin planning for next year		