



Parkinson Canada

Your fundraiser, your way.

Event Planning Checklist

BEGINNING OF PLANNING

- ✓ Establish the objective of the event.
- ✓ Select a date and time for the event.
- ✓ Determine a budget, sponsorship, and donation needs.
 - If needed, reach out to businesses for donations, or sponsorship.
- ✓ Investigate special permits, licenses, or insurance needed for the event.
- ✓ Book site visits for your potential venues.
- ✓ Send letters of agreement/contracts to venue and suppliers.
- ✓ Decide on entertainment needs. I.e. speakers, presenters or entertainers and the audiovisual capabilities of the venue.
- ✓ Determine guest list, and notify attendees.
- ✓ Book a caterer if needed.
- ✓ Make travel/accommodation arrangements, if necessary.
- ✓ Determine any signage or printed materials needed for your event.
- ✓ Confirm staffing and volunteer needs.

MIDDLE OF PLANNING

- ✓ Confirm speakers, entertainment, and presenters.
- ✓ Create an event agenda.
- ✓ Conduct a volunteer orientation to provide information and a schedule.
- ✓ Advertise your event!
- ✓ Follow-up with businesses in regards to their sponsorship, or donation.
- ✓ Confirm any travel/accommodation details.
- ✓ Confirm any audiovisual requirements needed by entertainment, and venue.
- ✓ Confirm (72 hours in advance) any meal and beverage arrangements.



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DAY OF EVENT

- ✓ Give yourself time to set up the event before guests arrive. Depending on the size/scope of your event, this may need to be done the day before.
- ✓ Ensure all staff and volunteers are present, review everyone's roles for the day, and your emergency procedures.
- ✓ Organize and manage all areas of your event including registration, entertainment, and food & beverage.
- ✓ Organize areas specific to entertainment, and volunteers.
- ✓ After the event ends, remove your equipment and materials, and clean up.

AFTER EVENT

- ✓ Complete budget and financials.
- ✓ Send out thank-you letters:
 - Sponsors
 - Donors
 - Volunteers
 - Entertainment
 - Media
- ✓ Congratulate yourself for all the hard work you put into the event and take time to reflect on the positive impact you had on the Parkinson's community.