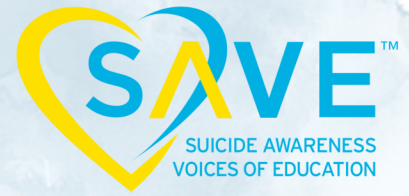


PLANNING AN EVENT WITH SAVE



Our work is based on the belief that suicide is preventable.

We know we can save lives by raising public awareness, educating communities, training students, policymakers and organizations, advocating for systemic change, and providing unwavering support for loss survivors.

Thank you for your interest in planning an event to benefit SAVE. We would love to help you get started! This outline is a general guide and a prompt to reflect on your event's needs, so please don't hesitate to reach out to SAVE with any questions. Your event may not come together in this exact order or involve every aspect described below.

1) Identify goals

Before diving into the details, clearly define your event's objectives. Are you looking to raise a certain amount of money, increase awareness, or engage with specific community members? Ideally, a fundraising event's expenses are less than 20% of the funds raised. **Setting clear goals ensures your efforts are focused, measurable, and aligned with the fundraiser's overall mission.** These goals will help shape every aspect of the event.

2) Select date and location

Choose a date and venue that are both convenient for your target audience and appropriate for the event you are hosting. Consider holidays, company calendars, accessibility, and parking when making decisions. **The right date and location are crucial to maximize attendance and ensure the event goes smoothly.** Good timing and an easily accessible venue create a positive experience for attendees.

3) Send proposed event information to SAVE

As soon as you start planning initial details, share all relevant event details (including date, location, ticket price, etc.) with SAVE. SAVE will then create a customized ticketing, registration, or RSVP page complete with a donation form for seamless online transactions. Key members of your organization can receive access to manage the page. **SAVE handles the technical side of registration and donations, making it easier for guests to sign up and donate.** This ensures your event has a professional and efficient process.

4) Reserve the venue and apply for needed permits

Depending on the type and location of your event, you may need permits for outdoor activities, alcohol service, or large gatherings. Research and apply for any necessary permits well in advance. **Securing permits ensures your event complies with local regulations.** It prevents last-minute issues and avoids fines or cancellations.

5) Divide the work

Assign committees or key people to each aspect of your event (examples on the next page). Not every event involves all of the following or requires a large planning group. **Breaking event planning into manageable tasks helps organize efforts and ensures details are not overlooked.** Team members can focus on specific areas for a smoother event.



Sponsorships

SAVE can provide sample sponsorship packages and develop sponsorship plans. Consider both financial and in-kind sponsors to assist your event. Visit save.org/sponsor for past examples.

Publicity

Create a strategy for publicizing your event through social media, email campaigns, local media, and word-of-mouth. The more visibility your event has, the greater the attendance and support. Be sure to tag SAVE so we can repost and add visibility. SAVE can also create social media events on our page to share.

Volunteers

Make a list of day-of and preparation tasks, and consider which ones can be handled by volunteers. Be prepared with clear instructions and a way for your event attendees to identify them. Consider pre-event meetings and communications to inform volunteers of their tasks. SAVE can assist by sharing your volunteer opportunities with our network.

Food and beverage

Consider the impact of food and beverages on your attendees' experience. SAVE can recommend successful past strategies.

Programming

Organize your event's schedule, including speeches, performances, and activities. These could include a guest speaker, entertainment, or presentations that highlight the cause and engage attendees. SAVE can provide examples of past presentations, and in some cases, send a representative or message specific to your event.

Fundraising activities

Plan specific activities or donation opportunities during the event, such as auctions, raffles, or live donation appeals. Ensure these align with your event's goals. SAVE will generate a unique QR code for your event to place around the venue so people can donate online. Consider any necessary permits for raffles or auctions.

Swag, resources, and merchandising

SAVE can provide copies of our free educational materials for your event. Depending on inventory, SAVE may also send giveaways and promotional items. If you plan on purchasing event-specific items, consider designing a sponsorship package to cover the cost, or having participants pre-order.

As you identify needs and costs in these areas, communicate with SAVE about how we can help. We want your event to be a success! For information on upcoming events, visit save.org/events.

