

Sample Action Plan

5 to 12 months before the event	Person Responsible	Due Date	Date Completed
Develop your event idea			
Create an event committee and set up regular meetings			
Determine goals and budget			
Register your event with the Alzheimer Society of Toronto			
Book date and venue			
Confirm fundraising activities			
Create promotional material			
Create online fundraising page			
Book suppliers (e.g. Decor, food etc.)			
Secure permits/licences if applicable			
Solicit sponsorships and gifts in kind			
3 to 5 months before the event	Person Responsible	Due Date	Date Completed
Fundraise offline/online			
Promote event - contact local newspaper, radio stations etc.			
Recruit volunteers			
Develop invitation list			
1 to 3 months before the event	Person Responsible	Due Date	Date Completed
Post the event in community calendars			
Provide any volunteer training			
1 week before the event	Person Responsible	Due Date	Date Completed
Confirm venue and final details			
Contact any suppliers to confirm deliveries/pick-up			
Connect with volunteers to provide event day details			
Day of event	Person Responsible	Due Date	Date Completed
Arrive early for set up			
Record all donations/ticket sales			
After event (within 6 weeks after event day)	Person Responsible	Due Date	Date Completed
Pay all outstanding expenses			
Send proceeds to Alzheimer Society of Toronto			
Send out thank you letters			
Start planning for next year!			