Money, Money, Money
Fundraising Group Project

EVENT PLAN TEMPLATE

After your group has made all decisions, fill out each part of the event plan template below. Then use this information to create the event plan proposal you will pitch!

Event Name	
Event Date	
Event Time	
General Description	
Intended Audience	
Audience Goal (#)	
Cost to Attend	
Additional Fundraising	

Event Location	
Transportation	
Parking	
Accessibility	
Theme	
Decor	
Catering Company	
Food Options	
Drink Options	
Gratuity	
Entertainment	
Set-Up Needs	
Audio/Visual Needs	
Fees	
Gratuity	

Event Schedule

Date/Time	Item/Activity

Marketing Assets

Use this space to capture your overall marketing and communications plan. Include an overall look, messaging, and how you will reach your intended audience. Add more categories and/or lines as needed.

- Color palette:

- Fonts:

- Image or key features:

Type	Main Message	Audience/Recipient	Distribution Date
Social			
Email			
Web			
Mail			
Print			