

Fundraising Event Guide

Medical Students for Choice

Are you interested in supporting MSFC by throwing a fundraising event? Doing so is easy by making a few plans and considerations. Below are the steps to planning a great fundraising event.

Before the Event

Setting yourself up for success before the event is key to making sure things go smoothly. Making the following considerations and plans will help make your event a success.

1. Select a location for your event

By starting with where to hold the event, it helps create definition around how to host the event. Whether you decide to host at your home, collaborate with a small business, or co-host with a friend, deciding where to hold the event will help shape factors such as the number of guests you can invite and the tech options you can use.

2. Determine the program of your event

Questions to consider:

- a. Who is your general audience?
- b. Through what lens can folks relate to MSFC's work?
- c. Is there a personal story you can share about how you connect with MSFC and its mission?
- d. To get a draft of our fundraising PowerPoint, **download it here:** [MSFC Fundraising PowerPoint](#).

3. Determine your guest list

To put together a great guest list, brainstorm people in your life who might fall into the following categories:

- a. Folks who support social justice in general
- b. Folks who work in medicine, or support medical education
- c. Folks in public health.

4. Send out invites

- a. Two weeks ahead of the event, finalize the list and prepare to send out invitations.
- b. Decide how you will send out invites; apps like [Partiful](#) are great options to contact many people and have easy ways to communicate with guests. For a more formal event with mailed invitations, plan for additional time so invitations can arrive before the event. Click here for an invitation template.

5. Send out reminders

48 hours before the event, send out a reminder and follow up with attendees who have not yet RSVP'd to maximize attendance.

Day of the Event

For the fundraising event, so much of the work is done in preparation. The day of is just a few simple considerations to help the event go smoothly.

6. Prep your materials and venue

The day of the event, make sure all your materials are ready, and if utilizing our PowerPoint, check to make sure the technology is working properly.

7. Host event

It's finally here! Greet your guests and share your message.

After the Event

The event has taken place, and you've successfully shared MSFC's work. There's just the final step of following up.

8. Follow up

- a. Thank guests for coming and message those who couldn't make it.
- b. Send a follow-up donation link and encourage folks to sign up for our email list.