
Planning Worksheet II (Sample)

The Animal Care League of Center City

1. Describe the organization planning the special events campaign.

Our mission is to care for stray animals in our community, find permanent homes for these animals, and educate people about proper pet care. We operate a shelter for stray animals, an adoption mobile, and an outreach program to veterinarians, pet owners and potential pet owners. We were founded in 1981. We have secure funding and more than 100 active volunteers. We have a committed and involved board, but the staff is overworked and some are burning out. Our building (donated) is old and will need major repairs to the roof and boiler sometime in the next five years.

2. Describe what the organization has accomplished with past special events.

The gala has always helped ACL attract new friends. Every year we get fifteen or more new volunteers and a few big donors. We have also made more money each year (\$15,000 the first year, \$25,000 the second year, and \$40,000 last year). We've also learned a lot about keeping expenses down. We haven't used the gala to educate attendees about pet care but we did a good job educating them about ACL. The last two galas were great for morale of staff, Board, and volunteers (especially Board). We haven't gotten much press from the events. Last year's dog walk-a-thon was a great first event. Its fundraising objective was to break even since it was our first time and we didn't have enough time to plan it correctly or recruit enough people. But we did learn what to do (and not to do) and it didn't lose money. Participants loved it. Can we make much more money this year and bring in a lot more people?

3. State the primary objective of the organization's special events campaign.

To net \$75,000 dollars.

4. State the special events campaign fundraising objectives.

Last year's net was \$40,000. This year's objective is \$75,000. We also want to 1) bring in twenty-five new donors at \$100 or more, 2) increase corporate support including underwriting, and 3) secure \$10,000 total from three donors.

5. State the special events campaign promotion and marketing objectives.

Past galas haven't generated much in the way of promotion. The dog walk-a-thon reached a lot of people but with the wrong message. (Didn't talk about us, just about the event.) This year's promotional message should be to say, "We're here and we help animals. We have animals to adopt. We need money to continue helping."

6. State how the special events campaign will further the organization's program.

Minimal in the past. There was no attempt to get people at the gala to adopt. We set up a table at the walk-a-thon, but it didn't get much attention. There were two information tables at both events—both were well staffed with up-to-date materials about ACL. This year's objectives: find homes for fifteen pets from the attendees of the gala and teach attendees of the walk-a-thon pet care skills.

7. State the organization's special events campaign enlistment objectives.

We've always brought in volunteers at our events. Last year we got twenty-five new volunteers. This year we will aim for thirty-five new volunteers.

8. State the organization's special events campaign morale and recognition objectives.

The gala has always given us a morale boost and honored someone who can bring in money. Do the same thing this year: boost the morale of board, staff, and volunteers and honor a potential big donor who has an interest in ACL or in animal rights.