

INNOCENCE FUND

FUNDRAISING COMMITTEE

EVENT PLANNING CHECKLIST

- Choose venue
 - Assign responsibility for visit to confirm suitability
- Date
- Expected attendance size
- Listserves for invitations (bar associations, legal services, criminal defense, social justice organizations, universities)
- Recruit law firm or other marketing support for:
 - Invitations
 - Program
 - Posters
 - Awards
 - Logo
- Identify and recruit potential VIP attendees
- Select persons with speaking roles at event (keynote, auctioneer, exonerees, habeas counsel, other)
- Solicit letter from exoneree for inclusion in program hand-outs and solicitations
- If silent auction:
 - Assign subcommittee to organize
 - Define rules
 - Assign responsibility to solicit contributions
- Contract with venue
- Room set-up (furniture, etc.)
- Music?
- Design and issue invitations
- Design program for the event
- Design and print any fundraising brochure
- Order awards for major sponsors
- Sponsor Recognition Poster
 - Design and order Plexiglas awards for major sponsors
 - Complementary Tickets for each Platinum/Gold/Silver level sponsor
- Obtain Governor's, Mayor's Proclamation
- Assign responsibility for registration desk
- Coordinate Payments to vendors
- Identify persons and organizations to receive free or discount entrance (exonerees, legal services lawyers)