Action Plan for a Local Fundraising Event

1) Project & resources required

Skills training for youth in a slum

Short description of project:

In this project, the urban underprivileged adolescent youth from a slum area is trained in English proficiency, basic computer education and soft skills for enhancing their prospects of employment in fast expanding sectors such as retail and hospitality and for back office jobs such as accounting. At the end of the project, two groups of 20 students have received three months training, giving a total of 160 young adolescents in one year who have acquired the skills needed to find a job.

Project needs and funds required for this project

#	Project needs	Funds required	Explanation of resources required	Cash	In-kind	Volunteering
1	Curriculum	1000	Training outline & content		X	
2	Selection of students	1000	1 staff	X		
3	Teachers for training	7200	2 teachers, 8 mentors	X		X
4	Training materials	800	160 training manuals		X	
5	Computers	4000	20 computers, shared by the two groups		X	
6	Training location	800	Rent of 2 class rooms for 20 students		X	
7	Project coordinator	3000	1 staff half time	X		

Total funds required: 17800

Project needs for which you expect to find in-kind donations:

#	Project needs	Description of in-kind need	Estimated money value
1	Curriculum	Find an existing curriculum	1000
4	Training materials	Printing of 160 training manuals	800
5	Computers	20 computers	4000
6	Training location	2 rooms for 1 year, 5 days a week	800

Total required from donations in-kind: 6600

Project needs for which you expect to find volunteers:

#	Project needs	Description of volunteering need	Estimated

			money value
3	Teachers for training	8 volunteers for ½ day per month for three month	1000

Total required from volunteering: 1000

Summary of requirements for this project:
In cash: 10200
Donations in-kind : 6600
Volunteering : 1000
Total funds required : 17800

2) Objectives of the event
Projected income of the event in cash: 3000
Projected income of the event donations in-kind: 6600
Projected income of the event volunteering: 1000
Other objectives of the event:
- to raise funds
- to have more visibility and create awareness for the cause.
- to engage the local community.

3) Donor groups / target audience for the event
Eminent persons from the community
Parents of beneficiaries
People from the community
Teachers and head masters from schools in the neighbourhood

4) Type of event
Light festival around Diwali
What
A gathering for the community with dance, music, snacks and candlelights. The event will be in the evening time in the open air. Every participant receives a candle at the entrance. During a special ceremony everybody lights a candle and places it in a circle, making a big bright light. Everyone is requested to make a wish for the youth of the community. When leaving the circle of light, people are invited by the youth to make a donation for the skill training. Eminent persons from the community are requested to adopt the training costs for one or more youth. There will be dance and music performances by youth and snacks will be served.
When
October 23 2016 or October 25 2016
Where
Schoolyard of government school or sports ground close to the slum.

5) Internal and external resources required

Event expenses

Expense	Amount	Cash expenses	Sponsoring in-kind	Notes
Venue	200		X	Venue for approximately 150 people
Light & music arrangements	150	X		Lights, music boxes, microphone, CD-player
Promotional material	100		X	Banners, leaflets, invitation card
Food	300		X	Drinks & snacks
Candles	150		X	Made by children with volunteers
Total	**900**			
Total cash expenses	**150**			

Staff & volunteers time

Number of staff:	2	**Total staff time:**	80 hours	Program person, board member, communication person, and admin staff
Number of volunteers:	5	**Total volunteer time:**	100 hours	Volunteers from community who help on the day of event to make arrangements and to distribute snack and drinks

6) Return on investment (ROI)

Projected income in cash 3000 / Projected cash expenses 150 =   **ROI 20**

Notes:
Due to our objective to get sponsoring in-kind for the majority of our event expenses, the expected ROI is very high. Even in case we do not succeed to find sponsoring in-kind for all needs, the ROI will still be far above 4 (which is considered to be a reasonable ROI in the industry.

7) Event flow & duration

Starttime	Endtime	Activity
05:30	06:00	Doors open
06:00	06:15	Welcome by Director of organisation
06:15	06:45	Presentation of youth training project by program director
06:45	07:15	Dance performance by youth
07:15	07:30	Invitation to eminent persons to adopt a training for one youth -> symbolic handover of one candle for each youth sponsored
07:30	08:00	Candle lighting ceremony & donations

| 08:00 | 08:30 | Drinks and snacks |
| 08:30 | 00:00 | Thank you and closing |

8) Tasks

Task	Who	Date
Make plan for the event (What, where, how)	Staff member	July
Find volunteers	Staff member	July
Find sponsoring in-kind	Staff member	August
Organise venue	Staff member	August
Prepare guest list & invite	Staff member, board	September
Prepare promotional materials	Staff member, volunteer	September
Make candles with youth	Volunteer	September
Logistical support	Volunteers	September - October
Event day	Staff members, volunteers	October 23 or 25
Post-event activities	Staff member	November

9) Publicity plan

Publicity Material / Channels	Who	Date
Case for support	Communication staff	August
Invitations (print and/or electronic)	Communication staff	September
Leaflet	Communication staff	October
Free Publicity / press release	Communication staff	October
Banners, flags	Communication staff	October
Money receipts	Admin staff	October
Thank you letters	Communication staff	October

10) Checklists for implementation
- Pre-event preparations [click]
- Event day activities [click]
- Post-event activities [click]

Appendix: Assumptions & calculations of projected income of the event

There are two ways of collecting funds during the event. 1) Collect funds after candle lighting ceremony from all participants 2) Request eminent persons to adopt a training for one or more students 1) Candle lighting ceremony - Estimated number of guests: 150 - Estimated average donation: 10 Total: 1.500 (150 x 10) 2) Adoption of training for one or more students by eminent persons - Estimated number of eminent persons attending the event: 15 - Training costs per student (based on the budgeted project needs): Total costs 17800 / 160 students = 110 - Estimated donations: 1 person donates for 5 students: 5 x 110 = 550 3 persons donate for 2 students: 3 x 2 x 110 = 660 8 persons donate for 1 student: 8 x 110 = 880 3 persons: do not donate but give their name and presence: 0 Total: 2.090 (550 + 660 + 880) Total projected income of candle lighting ceremony 1.500 Total projected income of adoption of training for a student: 2.090 Total projected income for the event: 3.590 (1.500 + 2.090) To be on the save side I set the projected income at 3.000