

SAMPLE ACTION PLAN

GEORGIAN BAY
FOREVER
KEEP IT FRESH



Activity	Person Responsible	Deadline
Months Before the Event		
Assemble Your Event Committee		
Create Budget and Establish Fundraising Goal		
Choose and Confirm Date and Venue		
Develop a Promotion Plan		
Submit Thrid-Party Event Form to GBF		
Recruit Volunteers		
Create Promotional Materials (Landing page, posters, flyers, social media posts, etc.)		
Create Invitation List and Send Invites		
Secure Catering, Decorations, Entertainment, Activities, Photographer, etc.		
The Week Before the Event		
Confirm Venue and Any Other Bookings		
Confirm Schedule with On-site Personnel and Volunteers		
Contact Local News and Media Outlets for Publicity		
The Day Of the Event		
Set Up Early and Manage Last-Minute Queries		
Record and Deposit All Donations		
Have Fun!		
After the Event		
Send Thank-You Messages		
Share Photos and Videos of the Event		
Send Proceeds to GBF		

SAMPLE BUDGET

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Item	Value
Estimated Revenue	
Individual Donations	\$
Corporate Donations	\$
Sponsorships	\$
Ticket Sales	\$
Sales or Auction Items	\$
Other Income	\$
Total	\$
Estimated Expenses	
Venue	\$
Food and Entertainment	\$
Staff	\$
Printing and Advertising	\$
Prizes and Giveaways	\$
Other	\$
Total	\$

Final Total Revenue	\$
Final Total Expenses	\$
Net Total Donation to Georgian Bay Forever (Total Revenue Minus Total Expenses)	\$