

Fundraising/Development Checklist

- Determine financial goals for funding the production through fundraising & donor support**

- Sponsorship**
 - Create a grant/sponsorship proposal
 - Identify potential sponsors: What current relationships & partnerships do you possess?
 - Reach out to potential sponsors to inform them:
 - About the production
 - The needs/goal of the production
 - Ask for their support
 - If previous donor, thank them for past support
 - Acknowledge sponsors at the event and in marketing materials
 - Send thank you package/note following the event

- Invite past & current patrons to event or to donate if they cannot attend**

Fundraising/Development Checklist

Develop "New Donor Engagement" Plan

- Determine goal for acquiring new patrons
- Keep track of attendance at past events through data sheet
- Maintain list of contact information for people who have participated and/or attended past events or programs
- Go through the list and contact to invite them to the event and/or ask them to donate
- Thank them for their involvement with the organization (regardless of whether or not they donate)
- Identify potential sponsors: What current relationships & partnerships do you possess?
- Reach out to potential sponsors to inform them:
 - About the production
 - The needs/goal of the production
 - Ask for their support
 - If previous donor, thank them for past support
- Acknowledge sponsors at the event and in marketing materials
- Send thank you package/note following the event