

10 STEPS TO CREATING A DIY FUNDRAISER FOR JED

PLANNING

1. Define: What type of event do you want to have? Think about how your event connects to the mission of The Jed Foundation and what your purpose is of your event.
2. Build: Who is going to be on your planning team? Who are your helpers? Who can help support your event?
3. Dream: Set your goals for your event as a team.
4. Target: Who do you want to have attend your event? Is this going to be in person, livestream, or online?
5. Event Details: What is the date and time of the event? Where will it be held? Do you need to reserve space or a venue? Do you need certain permissions? Think about accessibility if in person and modifications if online. Make sure the date doesn't conflict with major holidays/events.
6. Finances: Draft your event's budget and identify and ask for any donations you might need. Note: JED is not able to support events financially.
7. Register: Register your event with The Jed Foundation from our website.

MARKETING/SPREAD THE WORD

8. Write a compelling story for your event. Why should people support your event and donate to The Jed Foundation? Be sure to incorporate our mission and purpose into your story.
9. Create and execute a marketing plan. Put your page link on social media, and ask friends and family to share it too. Call, text, tweet, email, snail mail – let your friends and family know what, when, and why you're doing what you're doing.

DAY OF EVENT

10. Execution: Create a prep day and day of timeline plan for the day. Make sure your team and helpers are ready to go. Double check all reservations and permits before the event. Think through the "What ifs" and create backup plans if you can!

POST EVENT

Now its time to sit back and relax and congratulate yourself on a job well done. Your donation will help support the mental health and prevent suicide for our nations teens and young adults. Be sure to thank all involved including donors, team members, faculty and staff. You may want to do a survey at this time. Save all documents for your next event. And don't forget to tie up any expenses and make your final donation to JED!

