

STBONAVENUE

How to Plan a Fundraising Gala

A fundraising gala is more than just an event, it's an opportunity to bring supporters together, share your mission and inspire meaningful contributions. With thoughtful planning and attention to detail, a gala can create memorable experiences for guests while helping your organization achieve its fundraising goals.

Use this simple checklist to stay organized while planning your fundraising gala.

6–12 MONTHS BEFORE

- ☐ Define fundraising goals
- ☐ Establish event budget
- ☐ Select event date
- ☐ Book venue
- ☐ Secure key sponsors
- ☐ Create guest list
- ☐ Hire major vendors
- ☐ Develop event theme and branding

3–6 MONTHS BEFORE

- ☐ Launch marketing campaign
- ☐ Send invitations
- ☐ Confirm entertainment and speakers
- ☐ Secure auction items
- ☐ Finalize sponsorship commitments
- ☐ Plan event program
 - Coordinate décor and signage

1–2 MONTHS BEFORE

- ☐ Track RSVPs
- ☐ Finalize seating arrangements
- ☐ Confirm catering details
- ☐ Review audiovisual requirements
- ☐ Train volunteers and staff
- ☐ Finalize fundraising activities
- ☐ Prepare donor materials and event programs

WEEK OF

- ☐ Confirm final guest count
- ☐ Reconfirm vendors and sponsors
- ☐ Prepare registration materials
- ☐ Conduct final walkthrough
- ☐ Test technology and presentations
- ☐ Review event timeline with staff and volunteers
- ☐ Focus on welcoming guests and celebrating your mission