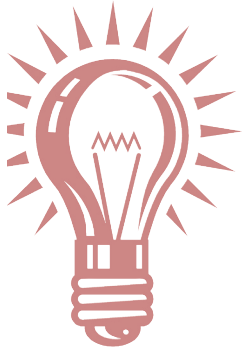


First Things First: Checklist for a Successful Event



Brainstorm – generate ideas with friends and coworkers to develop an event that is appropriate and consistent with MBP’s mission to improve survivorship and lessen the burden of cancer through expert treatment, compassionate care, early detection, research and education. The possibilities are endless:

- ❖ **5-K** walk/run
- ❖ **Marathons**
- ❖ **Auctions**
- ❖ **Raffles**
- ❖ **Cross-country bike rides**
- ❖ **Spa days**
- ❖ **Dress up/dress down days at school or work**
- ❖ **Sporting events**
- ❖ **Teas**
- ❖ **Galas and parties**
- ❖ **Tournaments**



Set your Goals – set an amount that you expect your event to raise and then determine your expenses for the event. The lower your costs, the more your event will raise for the fight against cancer!



Save the Date! – MBP’s Development Office wants to hear about your event idea. Once you’ve decided what you’d like to do, please complete the event proposal form.

(go online to www.marybird.org/content/fundraising-events to download the form as a pdf or contact the Office of Development at (225) 215-1200 to request a form). Please send your completed form (be sure to include your contact information!) to one of the following:

- ❖ **Fax:** (225) 766-7203
- ❖ **Email:** development@marybird.com
- ❖ **Mail:** Mary Bird Perkins Cancer Center
Development Office
4950 Essen Lane
Baton Rouge, LA 70809



Let’s Meet – Once we’ve received your proposal form, we’ll contact you to set up a meeting to discuss details, review the community event policy (visit www.marybird.org/content/fundraising-events to view the policy online) and how MBP can best support you.



Recruit your event committee – events can take a lot of time and effort. Forming a committee of volunteers who are committed to and excited about your event will help divide tasks and organize your event.



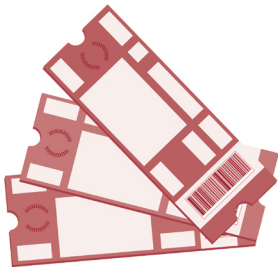
Identify Your Audience – Who do you want to come to your event? Understanding who will support your event is essential to success. Identifying your target audience will allow you and your committee to efficiently promote your event.



Right Place at the Right Time: set your schedule – Schedule your event for a time of day and at a location convenient for those who you'll invite or who will be attending. If your location is unfamiliar or difficult to access, people are less likely to attend.



It's All in the Details – There are a lot of details that go with holding an event. The Development Office is happy to review logistics with you and provide insight and recommendations where appropriate.



Getting the Word Out – Be creative in promoting your event! Use flyers, tickets, posters and other promotional materials that reflect MBP's mission to publicize your event in the community. We are happy to have your materials display our logo and name, but we need to make sure our logo and identity are used appropriately. Approval of all promotional and publicity materials is necessary from the Development Office (please see full community event policy for details).



Collection of Funds – We ask that you collect and send all funds raised for the fight against cancer to Mary Bird Perkins Cancer Center within 30 days of your event.

*Thank
You!*

Don't Forget to Say Thank You – Thanking everyone who attended and letting those who helped make your event possible know how much you appreciate their efforts is the most important step of all. Share with them how much was raised to support Mary Bird Perkins and let them know that they have made a difference in the fight against cancer.