



Unitarian Universalist Fellowship of Huntington
109 Browns Road, Huntington, NY, 11743
www.uufh.org

FUNDRAISER HELP SHEET

SO, YOU WANT TO HOLD AN EVENT OR FUNDRAISER AT THE FELLOWSHIP?

Here's what you need to know to help make it a success!

*For optimal planning and results and to maximize your outreach to the larger community so that your event will be a success, the UUFH Communications team kindly requests at least **six weeks advance notice of event**, which is what most media expect.*

THINGS YOU NEED TO KNOW & CONSIDER

1. Event Title
2. Date
3. Time
4. Attendance fee
5. Do you plan to sell tickets in advance?
6. Preferred Location (i.e. Main Hall, great lawn)
7. Is this event a fundraiser?
8. If so, for who/what?
9. What sets this event apart?
10. What fee or suggested donation do you intend to charge? (Remember that the BOT has requested that all events drawing from the outside be considered fundraisers. Some fee needs to be charged to cover the real costs to the Fellowship of using our building. You can call it a suggested donation if you wish.)
11. How will you collect those fees? We have the option of presales through Eventbrite. Do you want to use that?
12. How much do you expect to make from this event?
13. Why is it a "must attend"? What's exciting or interesting about it? (This information could potentially be quoted in the press release.)
14. Is there any person or group participating/speaking/attending this event who is noteworthy? You will need to provide names and titles, if applicable.
15. Who do you think would be interested in this event?

16. What groups/individuals would you ideally like to reach out to?
17. Who is the committee contact person for media and attendees?
18. Do you want people receiving the flyer to:
 - Register by a certain date?
 - Prepay for tickets?
 - Bring their own food?
19. Flyers are an easy way to promote your fundraiser. To create one for you to distribute, we'll need all the above event information, as well as any photos you can provide. If your committee has the funds, you can request that the flyer also be made into a poster. (The printing cost is currently \$32.)
20. Who will distribute these flyers? (The Communications team doesn't take care of this.)
Do you have a list of locations (i.e., the library, Cinema Arts, local coffee shops)?
21. We will provide you with a PDF of the flyer that you can also email to a mailing list. We suggest you both attach it and paste it in the email with an introduction explaining why you're sending it to that party.
22. The Communications team will use your above information to inform local newspapers, websites and other media.
23. Please note that someone on your committee should be prepared to be the "media handler" for the day of the event. Often, we do have interest from Newsday, The Long Islander, News 12 and FIOS 1, but when they arrive at your event, they need someone who can help steer them to people they need to interview and to answer questions.

Next steps: Once you have most of the information above.

1. Fill out the [UUFH FUNDRAISER EVENT PUBLICITY INFORMATION FORM](#)
2. Post your event to the [EVENTS CALENDAR](#) and if you want additional promotion, to [NEWS & ANNOUNCEMENTS](#) on the website.
24. Once your event is posted on the [EVENTS CALENDAR](#) we will be able to SHARE that post on Facebook as well.