

Sample Action Plan



4 to 12 Months Before Event	Person Responsible	Date Complete
Determine the type of event you would like to host		
What else is happening in your community during proposed time – avoid conflicts		
Define the fundraising goal of the event		
Contact a Habitat GTA representative and register your event – submit event proposal form		
Formulize a budget/expenses chart		
Recruit event volunteers and planning committee		
Create and distribute sponsorship/donation letters for local businesses		
Secure food & beverage caterer or menu		
Apply for any necessary permits (liquor, raffle)		
Develop an action plan		
3 to 5 Months Before Event	Person Responsible	Date Complete
Determine guest list and send out official invitations		
Post event on social media platforms (Instagram, Facebook, LinkedIn, Twitter)		
Create and distribute promotional materials with Habitat for Humanity GTA logo (posters, flyers)		
Invite prominent local figures (MPP, Mayor, influencers)		
Arrange photographer/videographer if necessary		
Set up online fundraising page		
Familiarize planning team and event volunteers with tax receipt rules and regulations		
2 Weeks to 2 Months Before Event	Person Responsible	Date Complete
Confirm logistical details (food & beverage order pickup, location & set-up time)		
Provide event details and duties to all volunteers		
Prepare name tags, parking map and transportation instructions		
Secure Habitat GTA representative (if necessary)		
Day of Event	Person Responsible	Date Complete
Ensure mandatory permits are displayed		
Arrive early to set up with volunteers		
Record all donations, ticket sales, keep in a secure place		
HAVE FUN!		
After Event	Person Responsible	Date Complete
Pay all outstanding expenses		
Send all proceeds to Habitat for Humanity GTA		
Write and distribute thank you letters		
Hold a post-event follow up meeting to discuss event successes and areas for improvement in the future		