



## Foundation for Ichthyosis & Related Skin Types, Inc.® (FIRST) Event Checklist

- Ask questions and gather information to determine community interest
- Check community calendar for other planned events
- Choose an event
- Complete Volunteer Fundraising Authorization Form in booklet and send back to Foundation office
- Recruit volunteers/friends to help. Be sure to send frequent thank you letters to all donors and volunteers who help you.
- Set a goal
- Develop a working plan and timeline
- Contact the Foundation to check on permits/licenses or registration
- Set a budget - make a list of exactly everything needed for event
- Try to recruit a local celebrity to help promote event
- Make a list of possible event sponsors
- Contact the Foundation office for brochures and other literature to hand out
- Establish mailing list to promote event
- Develop promotional materials (flyers, posters) and distribute
- Make a list of all media outlets to send press release
- Write press release, using samples provided, and distribute