**EVENT BRIEF TEMPLATE**

**Event Name:**

**Event Project Manager:**

**Development Project Manager:**

**Location:** **Date:** **Time:**

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| **Purpose/Description** *How does this event further our mission? Consider SWOT Analysis* |  |
| **Goals**  (Awareness/Fundraising) |  |
| **Audience**  *(include venue capacity)*  *Invitation List Source(s) Staff Responsible for Invite List* |  |
| **Budget (attach separately if needed)** |  |
| **Agenda** |  |
| **Invitations/RSVPs**  *Include invitation type (paper/email); quantity; Due date for mailing list; mail drop date; are invites transferable; limit of ‘plus ones’; RSVP contact* |  |
| **Online Registrations**  *Include date online registration is open; Cost of Ticket(s); multiple ticket/table levels; special discounts; amount of tax-deductible; Revenue coding for associated gifts; Registration closing date; Secondary Responsibility for processing* |  |
| **Photography/Video Needs** |  |
| **Check-In Needs** *Nametags; volunteer needs* |  |
| **Podium Ask** *What is it? Who will collect money?* |  |
| **Staff/Volunteers Onsite Day of Event** *List Name/Role* |  |