**EVENT BRIEF TEMPLATE**

**Event Name:**

**Event Project Manager:**

**Development Project Manager:**

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

|  |  |
| --- | --- |
| **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* |  |