



KRUSTEAZ® Fundraising Timeline

Suggested key milestones for planning your fundraiser

| Task | Time Prior to Event |
|--|---------------------|
| Set fundraising goals (for example, fundraising dollars needed or people served) | 12+ weeks |
| Determine fundraiser planning roles (for example, Overall Event Lead, Food Preparation, Communications, Fundraising/Finance Lead, Volunteer Coordinator) | 12+ weeks |
| Determine budget and estimated expenses | 12+ weeks |
| Determine event date and location | 12 weeks |
| Send out initial save-the-date announcements | 8 weeks |
| Second round of event announcement and reminder | 4 weeks |
| Final event reminder | 1 week |
| Secure raffle items for event (if applicable) | 12–2 weeks |
| Determine estimated head count for event | 2 weeks |
| Purchase or rent equipment (griddles, tablecloths, etc) for event | 2 weeks |
| Ensure equipment is operational (e.g. griddles) and do a test run | 2 weeks |
| Purchase food & beverages for day of event | 1 week |