So you want to plan...

A Pancake Breakfast

The Basics
These are the first questions that you and your planning team need to answer. Once you get these nailed down, smaller details will begin to fall into place.

Who: Is this pancake breakfast open to the public, or is it just for members of your church or organization? Opening the event to the public is a good way to add visibility to your church. By inviting people to partner with you against malaria, you also have an opportunity to invite people to your local congregation.

When: World Malaria Day is Saturday, April 25, but you can schedule your pancake breakfast to a more convenient time if desired.

Where: Consider hosting the event at your church or a community center.

Setting Your Event Budget
The basic rules of event planning are: be safe, have fun, and don’t lose money. If your event costs more money than it brings in, it might build awareness, but it won’t be much of a fundraiser. One suggestion is to set the cost of the breakfast to at least $10 so that you can say each participant has saved a life since $10 purchases a bed net.

Before setting your budget, estimate how many people will attend. Take the time to look into how many people usually show up for similar events in your community. Take a poll in church to see how many people plan to attend. Then, make a conservative estimate. Use this estimate when planning your budget to ensure that your event breaks even. List all budget items with the cost per participant estimated. If the item will cost the same no matter how many people show up, assign a fixed cost instead.

Soliciting an Event Sponsorship
One way to lower the cost of registration is to seek corporate sponsors to underwrite portions of the event. Often, all it takes is an invitation. Many local businesses are happy to have the opportunity to sponsor your event in return for some good publicity for their companies.

Benefits for potential sponsors
- Sponsoring is an affordable way to get their name out in the community.
- The sponsorship fee is a tax deduction, since the local church or Conference is a non-profit organization.
- Sponsors feel a sense of connection and pride giving back to the community.

When asking for support, it’s best to have several levels of sponsorship available.

For example:
- A $250 sponsorship earns the company’s name and logo on the event website and the opportunity to distribute business coupons at the event.
- A $500 sponsorship earns everything at the $250 level, PLUS: the company’s name on placemats and verbal recognition during the program.
- A $1,000 sponsorship earns everything at the $500 level, PLUS: a prominent banner at the event (supplied by the sponsor) and a booth/table at the event.
So you want to plan...
A 5k (or other walk/race event)

Event Planning Checklist

Initial Planning Phase
- Assign a planning coordinator and organize a team
- Agree on a common vision
- Determine how much money you want to raise
- Budget for hosting the event, considering:
  - Advertising
  - Facility use
  - Food and refreshments (will you use church volunteers or an outside caterer?)
  - Equipment for audio/visual needs
- Consider the timing of your event
  - If you are bringing in an outside group to run the pancake breakfast, contact for availability
  - Check community calendar for conflicting dates
  - Check facility availability
- Discuss how you want to raise funds for Imagine No Malaria
  - Sell tickets or have a free-will offering?
  - Order offering envelopes and pledge cards (available on shop.umc.org)
- Invite at least three local companies to sponsor your event
- Decide on a registration system and include:
  - Full name
  - Gender
  - Date of birth
  - Home church (if applicable)
  - Email address

Secondary Planning Phase continued
- Engage the community
  - Invite your mayor to declare April 25th “[Your Town] Malaria Day”
  - Plan educational displays
  - Coloring sheets with information for kids
  - Station to make a pipe cleaner mosquito
  - Create a net display for kids to climb in and out
  - Placemats with Imagine No Malaria info
  - Order Imagine No Malaria DVD to play at event
- If selling tickets, distribute tickets among church members and in area businesses
- Make sure you have the supplies you need
  - Quantity of food/beverages needed for the menu
  - Plenty of educational materials to hand out

Final Planning Phase
- Gather supplies
  - Purchase plates and/or paper products
  - Assemble handouts and game/activity supplies
  - Gather pledge/donation information and set up a table with pens to complete the forms
- Continue promoting the event
  - If selling tickets, check to see how many are left
  - Promote on social media sites, local airwaves, etc.

Day before the Breakfast
- Purchase menu items or confirm details with your caterer
- Set up your event space
  - Prepare any food that can be done ahead of time
  - Set up tables/seating and decorations
  - Create activity areas
  - Test any audio/visual equipment you will be using
  - Set up ticket table and/or free-will offering area

Day of the Breakfast...
- Prep volunteers
  - Pray for the event and lives that will be impacted
  - Handout a list of INM talking points
- Complete last minute food preparation and set-up
- Welcome guests and encourage traffic to the donation table
After the Breakfast
☐ Thank all volunteers
☐ Thank all sponsors
☐ If your event was open to the public, have local churches follow up with participants who didn’t indicate a church membership. They can send a personal note thanking them for saving a life and inviting them to church.
☐ Celebrate your success!
☐ Write (or ask someone to write) a short article including the total amount of money donated to Imagine No Malaria, photos of the event, and the names of your sponsors.
☐ Put an announcement on your church website and Facebook page.
    ☐ Post it on the Imagine No Malaria Facebook page.
    ☐ Send it to your Conference Communicator and your District Administrative Assistant for inclusion in newsletters.
    ☐ Send it to your local paper.
☐ Send donations to your Conference Treasurer or to Imagine No Malaria (PO Box 440544 | Nashville, TN 37244-0544).