



Vera Bradley Foundation for Breast Cancer

Event Checklist

THANK YOU
for your enthusiasm
and dedication to the
Vera Bradley Foundation.
Together we can help find
a cure for breast cancer.



Vera Bradley

FOUNDATION FOR BREAST CANCER

FIVE TO SIX MONTHS PRIOR

- Determine the type of event you would like to host and name it!
- Fill out an Event Inquiry Form available at verabradley.org/hostevent and submit.
- Select the time and date of your event.
- After you have decided on the basics of your event, compile a list of people whom you'll invite. This list might include:
 - Customers
 - Friends and family
 - Community groups that you or your planning group belong to
 - Local VIPs (mayor, local hospital staff, chamber of commerce, sports or news personalities)
 - Local press
 - Local cancer services providers and their clients

Hint: First determine your location capacity: how many people can you comfortably accommodate?

Note: A 3% show ratio is a good goal for an event, so if you send 1,000 invitations you might expect 30 guests to attend, depending on your market. Of course, this will vary depending on your list. Use your best judgment and prior experience to determine how many guests to invite.

- Determine the suggested attire.
- Determine the type of giveaways or promotions you would like to have.

THREE TO FOUR MONTHS PRIOR

- Interview and book a caterer, if needed.
- Assign roles / tasks for your volunteers.
- Search for and book entertainment, if needed.
- Determine how your invitations will be printed. Commission a designer to create the invitations, if needed, and provide the printer with specifications.
- Finalize invitation lists. You might want to run the list by co-workers or friends to see if they have additional guests in mind.
- Choose door prizes and determine how a winner will be chosen.

TWO TO THREE MONTHS PRIOR

- Finalize door prizes and donations. Keep a list of donors so you can send thank-you notes shortly after the event.
- Print invitations, and make a plan for how you'll address and mail them.
- Arrange for an event photographer, if necessary.
- Call VIPs and ask them to save the date.
- Purchase decorations that fit your theme.
- Determine if you'll need a sound system for speakers or entertainment. If so, make arrangements to rent this equipment.
- Create a detailed timeline of the event from start to finish. You may wish to appoint a willing friend or employee as the coordinator to keep the event on schedule, as you might find yourself extremely busy greeting guests during the event.

THREE TO FOUR WEEKS PRIOR

- Mail the invitations.
- Promote the event if it's open to the public. Don't forget to use social media often!
- Check in with donors, if necessary.
- Notify your landlord or neighbors of the event, and hand deliver invitations to them.

TWO WEEKS PRIOR

- Call guests to confirm receipt of their invitations, and ask if they will be able to attend.

ONE WEEK PRIOR

- Gather a team to thoroughly clean your event location and surrounding areas, or hire a professional cleaning service to ensure your space looks top notch.
- Conduct a final walk-through / meeting with staff and vendors.
- Print any additional materials you'll need for the event.
- Call VIPs and media to confirm their attendance.
- Assemble gift bags or prizes.
- Provide a final guest count to your caterer, if necessary.
- Confirm your order for decorations.

THE DAY OF THE EVENT

- Give your location a final cleaning.
- Pick up or receive delivery on all decorations and give yourself plenty of time to create a wonderful environment for your event.
- Set up tables, seating and other items needed for the event.
- Gather staff and the catering crew for a pre-party meeting.
- Relax and have fun! Now's your time to shine and make each guest feel welcome. Do your best to offer each guest a personal greeting.

If you receive any media coverage for your event, please share it with us! We love to report on the amazing things our partners do on our Foundation facebook page and printed marketing materials. High resolution pictures always have a better chance of being used in future Foundation collateral materials.