



From Start to Finish: Planning Your TLP Cultivation Event

1. Create your plan.

A successful event begins with a successful plan. To create yours, ask yourself:

- What is my event?
- How will I raise money?
- Who will attend?
- How will I recruit people to attend?
- Where? When? How?

2. Set a fundraising goal.

It's important to set a fundraising goal so you know what you are trying to accomplish. Think about the questions:

- How much money would I like to raise?
- How will I raise these funds?
- Who will I solicit?
- Are my fundraising and administrative costs reasonable?
- Am I using ethical and economical fundraising methods?

Remember that the information you distribute about your event proceeds must be straightforward. You should always say exactly how much you are going to donate. For example, "\$10 from each ticket sold will benefit Teen Living Programs," or "80% of the silent auction proceeds will benefit Teen Living Programs."

3. Set a budget.

The key to a successful event is creating a budget early on so you know your expenses and revenue are reasonable. Teen Living Programs is very efficient, with 84 cents of every dollar directly benefiting our programs for youth who are homeless. What percentage of your funds will benefit Teen Living Programs?

4. Contact TLP to discuss your plan.

After completing the first three steps, contact a member of the Teen Living Programs development team 312-568-5700 to help you think through your event and make sure it is feasible. If the event is accepted, TLP will help you prepare for it.

5. Prepare for the day of the event.

Create an event day calendar and ask friends to help out when possible. When your event is well-organized, your guests—and you!—will have a better experience.

Make sure to include a way to tell your guests about Teen Living Programs and our efforts to transition youth who are homeless to independence and self-sufficiency. Teen Living Programs will provide you with everything you need to make this happen. From brochures and fact sheets, to talking points about the organization, we have you covered. We will also show you how to use the TLP logo correctly in your promotional materials. Simply speak with a member of the Teen Living Programs development department for details.

6. Evaluate and celebrate your event.

Congratulations! You made a difference in the lives of Chicago's youth who are homeless. Please get in touch with Teen Living Programs to tell us how you did! We can't wait to hear about your results and stories about the success of your event.

You can gauge the success of your event by answering the following questions:

- Did the funds raised meet expectations?
- Did your guests have a good time?
- Do your guests know more about Teen Living Programs and the impact it has on Chicago's youth who are homeless?
- Did you have fun planning?

Please send donations with a revenue submission form within 30 days of your event to:

Teen Living Programs
162 West Hubbard
Suite 400
Chicago, IL 60654

7. Say thank you.

Thank all of the sponsors, donors, friends, family members and colleagues who helped you at your event. Your gratitude goes a long way. There is nothing more rewarding for guests than knowing that their participation really made a difference. You may already have their support for your next event.