










Events and auctions timeline







Planning for an event, with or without an auction, can be a labor-intensive undertaking. Even with a team of volunteers, ensuring that you communicate early and often with your community can be difficult. That's why Bonterra has crafted this timeline to encourage you to begin your planning and marketing early—and to communicate often.

ALWAYS remove anyone who acts on communication (buys a ticket, provides a sponsorship, gives an auction donation, etc.) from the list for future invitation and requests.





6 months prior

- Save the date   
- Sponsorship opportunities   
 - Create your sponsorship packet to offer opportunities that appeal to the advertising needs and the corporate responsibility goals of [potential sponsors](#). Consider questions like:
 - Will your audience demographics meet the target market of your sponsors?
 - How many views or contact points will the sponsor receive? (Size of attendance, social media following, where and how long you will advertise, etc.)
 - How does your cause align with their stated values and philosophy?
 - What is the impact of your purpose and services on the cause you address? Who will be impacted and how? Remember to include both tangible and intangible impacts.
- [In-kind donation](#) opportunities   
- Determine if you will be adding an [online auction](#) to your event. Virtual silent auctions are great ways to drive revenue and add excitement to your event, while steering clear of cumbersome paper bid sheets.





Key

-  Email
-  Video
-  Social Media
-  In-Person
-  Direct Mail
-  Phone Call




8-9 weeks prior

- Early-bird tickets  
- Make your “early-bird” ticket price enticing!
Offer a significant discount that still provides a profit to your organization—but if the difference is compelling, you will have many early takers.
- [Sponsorship reminder](#) 
- In-kind donation reminders 







6 weeks prior

- Early-bird LAST chance  
This may need to be moved to align with your ticketing schedule, but the earlier your early-bird pricing the sooner you will have an accurate attendee count.
- In-kind donation reminder 
- Sponsorship LAST chance 

4 weeks prior

- Event highlights with ticket sales reminder  
- In-kind donation reminder 
- Highlight big ticket auction items

Key

-  Email
-  Video
-  Social Media
-  In-Person
-  Direct Mail
-  Phone Call

2 weeks prior

- Event highlights and prior event attendee testimonials  
- Highlight big ticket auction items

Week of

- Ticket purchase reminder
- Highlight big ticket auction items

At the event

- If possible, at the close of each event announce the date of the next event, even if it is a year away.

Meeting communication milestones throughout your event planning process has never been easier with Bonterra Donor Engagement’s Guided Fundraising solution (formerly Network for Good). Our events and auctions tools integrate directly with our simple, smart fundraising software to make planning events faster and more intuitive to help you raise more for your nonprofit.

Ready to get your party started?

Get a demo

