



Event Host and Planning Guide for Wounded Warriors Family Support

Thank you for hosting an event to support WWFS!

We appreciate your dedication and efforts in helping our wounded, ill, and injured service members and their families. To ensure a successful event, please follow this guide:

1. Let us know about your event

Please email or call Ashlie Muller at Ashlie.Muller@wwfs.org or 402-502-7557 to let WWFS know your plans and concepts for your fundraising event. You can also fill out the form on the WWFS Website at wwfs.org/get-involved

2. How WWFS can help!

You can be provided with:

- High-Quality logos
- Unique links for a online fundraising page if needed
- Promotion of your event through WWFS's social media, and website
- Fundraising tips and guidance from WWFS
- Materials to support your event include brochures, flyers, promo items

3. Prepare for your event

- Make a timeline for your event. Start by working backwards from your ideal date to ensure you have enough time for preparations.
 - Draft an outline of your event, focusing on Who, What, When, Where, and Why.
 - Be creative and think of a fundraising event that you would like to attend.

Some ideas:

Back-to-school
Races (Virtual and Live)
Golf
Tennis
Pickle-ball
Swim
Dinner Events
Happy Hours
Fishing trips

- Determine your target audience:
 - People you know: Family, friends, coworkers.
 - Target specific groups related to your event, such as athletes, families, students, runners, etc.
- Develop a marketing strategy:
 - Email and social media
 - Local news (newspapers, TV, radio stations, community boards)
 - Flyers
- Decide if you will need volunteers and how many:
 - Ask your friends, family, neighbors, and coworkers.

- Select a location:
 - What type of facility do you need? Does it fall within the budget and align with your fundraising goal?
- Identify the necessary items for your event:
 - Tents
 - Banners
 - Tables
 - Etc.
- Schedule your event:
 - Pay close attention to holidays, school schedules, and high vacation times.
 - Determine the best time of day for your event.
 - Prepare a backup plan in the event of inclement weather if needed.

4. Budgeting

- Determine your fundraising goal and aim high while being realistic.
- Explore various ways to raise funds:
 - Sponsorships
 - Raffles
 - Auctions
 - School fundraiser
- Define your event's budget:
 - Identify all potential expenses, including printing, permits/insurance, venue fees, entertainment, audio/visual equipment, food and beverage, decorations, marketing, and supplies.
- Keep a good record of all expenses and income.
- Reach out to WWFS for assistance if needed.

5. Promotional materials and special considerations

- Determine what kind of promotional materials will be helpful at your event.
- Do you want a guest speaker?

6. After Action Review:

- Provide WWFS an update on your event.
- Consider organizing a check presentation if a WWFS team member is nearby.
- Share pictures and any great quotes/testimonials from your event.
- Prepare an after-action review report, including feedback from attendees and your reflections on the event's success.
- Send thank-you notes to all supporters who contributed to your event.
- Take some time to relax and be proud of your efforts and the difference you have made.
- Start planning for next year's event, building on the lessons learned from the current one.



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