

Fundraising Activity Plan

1. Title

"Charity Fun Run for Education"

2. Objective

To raise funds for underprivileged children's education while promoting fitness and community involvement.

3. Target Audience

Fitness enthusiasts, families, and local businesses willing to sponsor or participate.

4. Resources Needed

- Permits for the event.
- Running bibs and participant kits.
- First aid station and volunteers.
- Marketing materials (flyers, social media posts).

5. Timeline

- **Month 1:** Planning and sponsor outreach.
- **Month 2:** Registration and event promotion.
- **Event Day:** Conduct the run.

6. Steps to Execute

- **Step 1:** Obtain permissions and finalize the route.
- **Step 2:** Seek sponsorships and partnerships.
- **Step 3:** Open registrations and distribute kits.

- **Step 4:** Conduct the run and manage on-ground logistics.
- **Step 5:** Announce fundraising results post-event.

7. Key Performance Indicators (KPIs)

- Funds raised.
- Number of participants.
- Media coverage and social engagement.

8. Potential Challenges

- Low participant turnout.
- Weather-related disruptions.
- Lack of sponsorships.

9. Budget

- Event setup: \$1,000.
- Participant kits: \$500.
- Marketing and outreach: \$300.

10. Evaluation Plan

Analyze funds raised and gather feedback from participants and sponsors.

11. Notes/Additional Information

Offer incentives like T-shirts or certificates for participants to encourage greater turnout.