## **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.