

MAKE IT MEMORABLE

Most DIY activities are successful because they are unique and memorable beyond the day of the event. Ask these questions:

- Will attire be casual or black tie/formal
- Will the event be held on a significant date or in a month that could help determine a theme?
- What will the flow of the event require – a speaker, video, live entertainment, someone with ET to share their story?
- Will there be an auction, raffle, just socializing, etc.?

Add the Fun Factor.

People like fun. It's that simple. Make your event fun and memorable and it can potentially draw loyal participants year after year. Plus, it's an opportunity to channel your creative side. Plan an event YOU would want to attend. People will come for the cause, but will stay for the fun.

- **Keep it festive** - You don't have to spend a fortune to make an event more fun. Incorporate additional fun and games during your event. Consider having a local band provide live music, host a fun game, or have a clown paint faces.
- **Provide food** - Don't send them away hungry! Host an ice cream social, picnic or community potluck. Or host a bake sale to raise even more funds after the walk.
- **Make it pet friendly** - What's more fun than being with friends and family? Spending time with a pet! Have participants bring their dogs to join them. Don't forget to enforce local leash laws and take appropriate safety precautions.
- **Get the kids involved** - A school activity is a great way to raise money and awareness about ET. As an added bonus, you'll introduce kids to the experience of participating in a non-profit fundraiser at an early age and get them excited about being a part of something bigger than themselves.

Use your imagination. The ideas above are just a start. Have a meeting with everyone involved in planning and take time to brainstorm.

