Nonprofit\_Name Event Checklists

# *Event name: (example. Annual Fundraising Gala)*

**Event Details**

| Title icon | Title |  |
| --- | --- | --- |
| Guests icon | Guests | Person Person Person |
| Start time icon | Start time | Date |
| End time icon | End time | Date |
| Location icon | Location | Place |
| Description icon | Description |  |

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# Pre-Event Checklist: Distributing CauseCircle Before Your Event

* **1. Generate Your Unique QR Code: (Coming Soon)**

- Use CauseCircle's toolkit to create a custom QR code for your nonprofit or event. This makes it easy for volunteers to download the app.

**Alternately, just share your nonprofit profile page** with your supporters by searching for it in the [CauseCircle Nonprofit Directory.](https://causecircle.org/non-profit-directory/)

* **2. Use CauseCircle templates to design your Assets**

- Please duplicate the files to modify and create your own marketing assets. Below are links to view-only Canva files that you can use to create your Event assets.

* Link to CauseCircle [Event Flyers and Poster templates](https://www.canva.com/design/DAGTNMu9yNo/gX6gUF-jYqtLo6zi6daU6A/edit).
* Download the CauseCircle [social media templates for supporter communications](https://4xxglxlj.media.zestyio.com/CauseCircle-Partner-Social-Media-Template.docx). (Series of sample captions for LinkedIn, Facebook, Instagram, Tiktok, X (Twitter))
* Link to CauseCircle [Social Media graphic templates](https://www.canva.com/design/DAGTNMu9yNo/gX6gUF-jYqtLo6zi6daU6A/edit).
* Link to CauseCircle [Brand Style Guide](https://4xxglxlj.media.zestyio.com/Cause-Circle-Brand-Book.pdf), and [Logo files](https://4xxglxlj.media.zestyio.com/CauseCircle-Logo-Files.zip).

Or download the complete kit here.

* **3. Share on Social Media:**

- Once you’ve created your marketing assets, it’s now time to share them on your social media and other communication channels.

- Encourage your audience to pre-download CauseCircle and follow your Profile before attending the event. This will give you a good estimate of the number of Storytellers who will be covering your event.

* **4. Send Pre-Event Emails:**

- Use [the email templates from the CauseCircle](https://4xxglxlj.media.zestyio.com/CauseCircle-Partner-Email-Template.docx) toolkit to inform your volunteers and attendees about the app, including instructions on how to download and use it to post stories.

* **5. Promote your QR Code on Your Website:**

- Add your QR code to your website's event page or any third-party page. Highlight how volunteers can share stories from the event using the app.

*CauseCircle integrates with all major fundraising apps.*

[*Contact us*](https://causecircle.org/demo) *to learn more about Integrations and easy sharing.*

* **5. Print and Distribute Flyers:**

- Print and distribute flyers at pre-event meetings or as part of event registration. Design your own [flyers using these Canva templates](https://www.canva.com/design/DAGTNMu9yNo/gX6gUF-jYqtLo6zi6daU6A/edit) which include instructions to download CauseCircle and using it to capture event highlights.

* **6. Update Your NPO Profile on CauseCircle:**

- [Ensure your nonprofit’s profile](https://causecircle.org/non-profit-directory/) is up to date with the correct CTAs, description, and branding. This is where all the stories will be housed, so it’s essential to have a strong profile presence.

# During-Event Checklist: Distributing CauseCircle During Your Event

* **1. Display QR Codes on your signage:**

- Print and display [Promotional Flyers and Posters](https://www.canva.com/design/DAGTNjS0JBQ/vb4w5UJidx3jeV1EZYalFg/edit) with your unique QR code around key event areas to encourage downloads.

* **2. Remind and prompt Volunteers to Capture Stories when they’re attending your Event:**

- Use [During-Event Email Templates](https://4xxglxlj.media.zestyio.com/CauseCircle-Partner-Email-Template.docx) and [Social Media Caption Templates](https://4xxglxlj.media.zestyio.com/CauseCircle-Partner-Social-Media-Template.docx) to send reminders for volunteers to capture stories during the event.

* **3. Highlight Volunteer Stories real-time:**

- Your volunteers are posting your Stories real-time. Monitor the Stories that are submitted to your CauseCircle Nonprofit page, add approved stories and share them for more awareness.

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# Post-Event Checklist: Distributing CauseCircle During Your Event

* **1. Thank Your Volunteers:**

- Use [Post-Event Email](https://4xxglxlj.media.zestyio.com/CauseCircle-Partner-Email-Template.docx) and [Social Media Templates](https://4xxglxlj.media.zestyio.com/CauseCircle-Partner-Social-Media-Template.docx) to send a thank-you message to volunteers, encouraging them to continue sharing stories.

* **2. Curate Event Highlights:**

- Compile and feature the best Stories from the event on your CauseCircle Nonprofit profile page.

* **3. Share Volunteer Stories:**

- Share top stories using [Social Media Graphics](https://www.canva.com/design/DAGTNjS0JBQ/vb4w5UJidx3jeV1EZYalFg/edit) and [Post-Event Social Media Caption Templates](https://4xxglxlj.media.zestyio.com/CauseCircle-Partner-Social-Media-Template.docx) to boost engagement post-event.