

PLANNING A FUNDRAISING EVENT?

Below is a list of different items I have been asked to design for nonprofit fundraising events. Which of these items will you need for your event?

- Save-the-Date cards
Usually a postcard, often oversized.
- Invitations
Including a reply card, mailing envelope, and reply envelope.
- Programs
Not selling ads? A simple program will do.
- Journals
Program + ads. Can be time-consuming, and very profitable.
- Letterhead
Including an envelope, to match the event theme.
- Note Cards
For personalizing invitations.
- Signage
A fancy word for posters, banners, and other items to display onsite.
- Web Graphics
An entire page for the event, or graphics for an existing page.
- Slide Show
On Powerpoint or video, to show during the event.
- Ads
Promote the event in local newspapers, your newsletter, and beyond.
- Awards & Gifts
Range from engraved crystal tchotchkes to custom T-shirts.
- Auction Catalog
If your event includes a live or silent auction.

GRAPHIC DESIGN FOR
NONPROFIT ORGANIZATIONS
AND SMALL BUSINESS

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