



**BULTEMA
IMPACT GROUP**

DREAM BIG. LEAD BOLD. MAKE IT HAPPEN.

BIG Event Planning Question Guide

Hosting a banquet, fundraiser, or donor event? These questions will help you plan, execute, and follow up with clarity and confidence.

1. Purpose & Goals (5 Questions)

1. What is the main purpose of the event (fundraising, celebration, awareness, etc.)?
2. What does success look like? How will you measure it?
3. Who is the primary audience for this event?
4. What message or feeling do you want attendees to walk away with?
5. How does this event align with your overall mission or annual goals?

2. Budget & Resources (5 Questions)

1. What is your total event budget?
2. What are your key expense categories (venue, catering, A/V, décor, etc.)?
3. Do you need event sponsors or underwriters?
4. What in-kind donations (food, décor, printing, etc.) could help reduce costs?
5. Who is responsible for tracking and approving expenses?

3. Date & Venue (5 Questions)

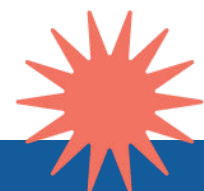
1. What dates avoid major holidays, school breaks, or other big events?
2. Which venue options fit your audience size and event style?
3. Does the venue have parking, accessibility, and Wi-Fi considerations?
4. Are permits or insurance required?
5. What is your backup plan if weather or other unexpected issues arise?

4. Program & Flow (5 Questions)

1. What is the overall theme or tone?
2. Who will be the emcee, speakers, or special guests?
3. How long should the program be (start and end times)?
4. What elements will keep attendees engaged (entertainment, testimonies, video)?
5. Do you have a clear run-of-show and cue sheet?

5. Audience Experience (5 Questions)

1. How will guests register or RSVP?
2. Will name tags, table numbers, or seating charts be needed?
3. What welcome experience will guests have (greeting, signage, décor)?
4. Are there dietary restrictions or accessibility needs to accommodate?
5. What hospitality touches will make the event feel warm and memorable?





**BULTEMA
IMPACT GROUP**

DREAM BIG. LEAD BOLD. MAKE IT HAPPEN.

BIG Event Planning Question Guide

-page 2-

6. Volunteers & Staff (5 Questions)

1. What roles are needed (registration, ushers, tech, décor, cleanup)?
2. How many volunteers or staff are required for each role?
3. What training or briefing will they need before the event?
4. Who will manage and encourage volunteers during the event?
5. How will you thank volunteers afterward?

7. Marketing & Promotion (5 Questions)

1. What is your communication plan (social media, email, print)?
2. Do you have an event logo, theme, or consistent branding?
3. When will invites or save-the-dates be sent?
4. How will you track and follow up with RSVPs?
5. How will you promote to key stakeholders personally?

8. Technology & Production (5 Questions)

1. What audio/visual needs are required (mics, screens, projectors)?
2. Who will run sound, slides, or live-streaming if applicable?
3. Do you need Wi-Fi or extra power sources?
4. Will the event be recorded or photographed? By whom?
5. What is your backup plan if technology fails?

9. Follow-Up & Evaluation (6 Questions)

1. Who will send thank-you notes or follow-up communication?
2. How will donor gifts or pledges be processed and acknowledged?
3. How will you gather feedback from attendees or staff?
4. What metrics will you review post-event?
5. How will you celebrate and thank your planning team?
6. What lessons will you document to improve next time?

At BIG, we believe great events don't happen by accident. We'd love to partner with you to plan with clarity, execute with excellence, and celebrate your impact. Contact BIG at bultemaimpact.com for your free discovery call. Let's dream BIG together!

