

ABSTRACT

CREATIVE PROJECT: Wings of Gold Event Management and Fundraiser Handbook

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This creative project functions as an event planning guide, explaining all of the necessary steps to coordinate a successful event, so that universities across the country can look to it when planning their own women's athletics fundraising events. All information provided in this handbook is provided from the context of Arizona State University's Wings of Gold Celebration Event, which is an annual fundraising event for all 14 women's athletics programs at Arizona State University. The project explores an overview of the Wings of Gold Fund, the Wings of Gold Celebration Event, why fundraising for women's athletics is so critical, how the program was developed at ASU, and important fundraising event management components. The components of fundraising events explained include, determining strategic goals, defining staffing needs, developing an event budget, creating a risk management plan, determining the timing, location and event details, creating a schedule and program, determining the pricing model and securing sponsorships, developing a marketing plan and creating corresponding marketing materials, advertising the event, executing invitations, managing guests, executing the actual event, following up after, and effectively evaluating the event. Additionally, this creative project offers multiple appendices for institutions to utilize as a starting point when looking to develop their own fundraising event for women's athletics.