**[](https://www.smartsheet.com/try-it?trp=12013&utm_source=template-word&utm_medium=content&utm_campaign=Charity+Event+Proposal+Example+for+Microsoft+Word-word-12013&lpa=Charity+Event+Proposal+Example+for+Microsoft+Word+word+12013)Microsoft Word Charity Event   
Proposal Template Example**

**PROPOSAL FOR**

**RUN FOR HOME: CHARITY MARTHON 20XX**



|  |  |  |
| --- | --- | --- |
| PREPARED BY |  | DATE |
| Hopeful Steps Foundation | | MM/DD/YY |

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# **EXECUTIVE SUMMARY**

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| "Run for Hope: Charity Marathon 20XX" is a premier event organized by the Hopeful Steps Foundation to support children with congenital heart defects. This event aims to bring together community members, athletes, and philanthropists to raise awareness and funds crucial for life-saving surgeries and treatments. |

# Close-up of black and white flower**Event Overview**

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| Scheduled for March 15, 20XX, the marathon will feature a scenic route through downtown and the city park, culminating in a community fair with food, music, and interactive booths. This event seeks to engage over 5,000 participants and raise more than $500,000 for the cause. |

# **PURPOSE AND IMPACT**

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| Funds raised will directly support the Heart Hope Project, aiming to provide 100 children with necessary heart surgeries in the upcoming year. Additionally, the event will raise awareness about congenital heart defects and the importance of early detection and treatment. |

# **TARGET AUDIENCE**

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| Our target audience includes local runners, families, corporate teams, and anyone passionate about health and community service. We aim to engage a wide demographic, from competitive athletes to casual participants, along with local businesses and media. |

# **proposed event details**

DATE AND TIME

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| Saturday, March 15, 20XX, from 7:00 AM to 3:00 PM. |

VENUE

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| The marathon will start and finish in the city park, utilizing closed city streets for the route. The community fair will be held within the park. |

ACTIVITY AND PROGRAM

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| 7:00 AM: Marathon and half-marathon start  10:00 AM: 5K and family fun run start  11:00 AM – 3:00 PM: Community fair with live music, food vendors, health screenings, and activities for kids |

# **MARKETING AND PUBLICITY STRATEGY**

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| A comprehensive campaign including social media, local TV and radio spots, partnerships with fitness influencers, and community outreach through schools and businesses. Special emphasis on storytelling and the impact of contributions will be used to inspire participation. |

# **SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES**

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| --- |
| Offering various sponsorship levels, from Platinum ($50,000), with lead branding opportunities and media exposure, to Bronze ($5,000), offering local recognition. All sponsors will be featured in event promotions and materials. |

# **BUDGET AND FUNDING**

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| The projected budget of $200,000 covers event logistics, marketing, permits, and the fair. Anticipated revenue sources include registration fees, sponsorships, and donations, aiming for a net contribution of $500,000 to the Heart Hope Project. |

# **logistics and operations**

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| Detailed plans for registration, route security, medical stations, and volunteer coordination are in place, ensuring a safe and enjoyable experience for all participants and attendees. |

# 

# Close-up of black and white flower**RISK MANAGEMENT STRATEGY**

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| Identifying potential risks such as inclement weather, safety concerns, and health emergencies, with contingency plans including route modification, enhanced communication systems, and partnerships with local health organizations. |

# **CONCLUSION**

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| --- |
| The "Run for Hope: Charity Marathon 20XX" promises not only to be an exciting and engaging event but a pivotal moment in supporting children facing congenital heart defects. We invite you to join us in making a significant difference in their lives. |

# **aPPENDIX**

|  |
| --- |
| A: Detailed route map  B: Preliminary list of sponsors and partners  C: Marketing material samples  D: Testimonials from families that have benefited from the Heart Hope Project |

## 



## DOCUMENT SIGN-OFF

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| --- | --- | --- |
| PREPARED BY |  |  |
| Hopeful Steps Foundation | | |

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| REVIEWED BY |
| Dr. Romy Bailey, Director | |

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| APPROVAL |
| Lori Garcia, Operations Manager | |



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