

**EVENT PLAYBOOK**

# Dinner Event Timeline

A run-of-show for a benefit dinner.

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## Weeks before

- Set date, venue, menu, and ticket price; set your goal.
- Sell tickets and sponsorships; line up any speakers.
- Plan the program: welcome, story, the ask, thank-you.

## Run of show (sample)

1. Doors & welcome (30 min): greet guests, display the mission and donate QR.
2. Dinner served (45 min): background on the Foundation on screens/table cards.
3. Program (20 min): welcome, the Foundation's story, a clear ask.
4. The ask (10 min): invite gifts; share [jadabascomfoundation.org/donate](http://jadabascomfoundation.org/donate).
5. Close (10 min): thank guests, announce the running total, next steps.

**The ask matters most**

Keep it short, specific, and tied to the mission: every gift helps reach one more possible donor.