

Event Planning Checklist

- ✓ **Determine What Type of Event or Activity You Will Host Based on Your Audience.** Brainstorm with friends, family, and colleagues about the type of event or activity you would like to hold in your community. Take into consideration your target audience and what will interest them the most.
- ✓ **Form a Core Group of Volunteers & Delegate Tasks.** Organize a group of fellow volunteers to divide the different tasks required to execute your event or activity. Use the group's personal and professional knowledge and networks in order to outreach to different venues and vendors.
- ✓ **Choose A Date, Time and Location.** A successful event or activity takes time to plan, even with the help of committed volunteers. Remember your target audience when deciding the time, date, and location of the event or activity. Don't forget to check with your local government for necessary licenses and permits.
- ✓ **Create a Budget and Set Goals.** Outline a realistic budget, considering all costs associated with your event or activity. Engage your committee of volunteers to accomplish certain tasks. It is equally important to also set a realistic goal for your event in order for your budget to not exceed your expected donations raised. For ticketed events, use an online service like Eventbrite.
- ✓ **Register Your Event or Activity with Your School or Community if Necessary**
- ✓ **Promote Your Event or Activity.** A promotional plan is the key to a successful event or activity. Since you have already determined your target audience, as well as the date, time and location, you should create flyers, posters, brochures, invitations, tickets and emails to notify the target audience of the details. Electronic invitations, like those offered at websites such as Evite.com, have no printing costs involved and are the quickest and easiest way to spread the word. Also, use social networking sites to recruit guests.
- ✓ **Determine the Agenda.** Whether you have guests, speakers, or musical talent at your event or activity, it is important to create an agenda or run-of-show. This will organize the day of your event or activity and keeps the program on schedule for you and your guests.
- ✓ **Host the Event or Activity.** It is the day of your event or activity! All of your pre-planning will help make the day run as smoothly as possible. Look for help on logistical tasks from your committee of volunteers. Enjoy the experience. Make sure that you collect the donations in a systematic way to remain organized and keep track of all money.
- ✓ **Thank Everyone.** It is both important and courteous to thank all of your guests for participating in the event or activity, especially those who donated any services or talents. Remind everyone why the event occurred and how they can make a difference in the future by helping your Chapter.
- ✓ **Collect Outstanding Donations (as applicable).** Sometimes people will pledge donations and then fail to give the money at the event. Try and collect money before the event, but if you have to wait until after, always be pleasant and persistent. Remind the person of their pledged donation and ask how best to collect the money.