

Event Planning

And the Four-Step Model

I GOAL SETTING

Goal setting involves looking at goals and objectives for your group. Once you have determined your group membership, it is important to describe what your group hopes to accomplish during the coming year. Goal setting is an activity that should take place soon after your group is formed. This should involve all group members since each person's time and energy will be needed in order to achieve these goals.

Goals: Goals are broad statements describing **overall purpose**, indicating your intentions and aims. Here are two examples:

- a. To increase awareness at your school about global issues.
- b. To help people who have been injured by landmines.

Objectives: Objectives are more specific statements of **desired results**, which identify the people, actions and conditions needed to achieve your goals. Here are the objectives, which go with the above goals:

- a. To provide students with educational information about how children are affected by war.
- b. To raise \$2,000 for the Canadian Red Cross Landmine Survivors Fund.

II PROJECT PLANNING

Here is a brief overview of how to plan a group project:

1. After setting the goals and objectives of your event, **decide which type of project your group will do**: fundraising, awareness, education, or fun activities for your group or school.
2. Have a large group **brainstorming session** to generate ideas for projects. Remember these basic rules for brainstorming:
 - List every idea—even weird, way-out ideas, even confusing ideas, especially silly ideas.
 - Write ideas down the way the person said it: don't edit.
 - Do not discuss ideas, don't ask questions; don't ask people to clarify.
 - Do not judge—no good or bad, no red or green, just ideas.
 - It's OK to repeat ideas

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3. Once you have several ideas, **choose one** that your group will focus on. You may want to have a vote to decide, or try to get everyone in the group to reach an agreement.
 4. Plan the activity by **identifying all the steps you need to take** in order to put on your event:
 - When will the activity take place?
 - What resources will you need? Ex. money, people, educational supplies (videos), tables, room bookings, etc.
 - Make up a budget—How much money will you need to start? How much will you make (if your activity is a fundraiser)?
 - Make a **time-line** of what needs to be done during approximately 6 weeks leading up to the activity—include all details about who will do what and when. (See sample time line)
 - Decide on a promotional strategy—How will you advertise your event?
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III IMPLEMENTATION

Once you have planned out your project, **go to work!**

- **Assign tasks:** who's going to take care of what?
 - Are you going to plan more meetings to check-in on your groups progress in organising the event?
 - Make sure that when the day of the activity arrives everyone knows what his or her job is.
 - Remember to publicize, publicize, publicize!
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IV EVALUATION AND FOLLOW-UP

It is very important to do an evaluation of your activity when it's all over. You may want to have a group meeting to discuss such things as:

- **Did the activity go as planned?** Why or why not? What would you change for next time?
- How much money was raised? (if you did a fundraiser)
- Would this activity be worthwhile to do again in the future?

Don't forget to **thank** all of the people who helped make the activity a success! You can send out thank you cards or letters to people outside of the group who helped and/or made donations.



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Sample Event Timeline

| When | What | Who |
|---------------------------------|--|--|
| 6 weeks before the event | <ul style="list-style-type: none"> <input type="checkbox"/> create your goals and objectives <input type="checkbox"/> brainstorm possible events that would achieve your goal <input type="checkbox"/> establish any partnerships with other groups/organizations that may help <input type="checkbox"/> assess what you will need and what you have (supplies, manpower, promo, etc.) <input type="checkbox"/> make a list of businesses you want to approach for donations, services, or anything else <input type="checkbox"/> check in with your team | <p><u>ALL</u></p> <p><u>ALL</u></p> <p>_____</p> <p>_____</p> <p>_____</p> <p><u>ALL</u></p> |
| 5 weeks | <ul style="list-style-type: none"> <input type="checkbox"/> approach businesses for donations <input type="checkbox"/> prepare promotional materials, develop a promotional plan <input type="checkbox"/> recruit any volunteers you will need <input type="checkbox"/> recruit any guest speakers you want to have <input type="checkbox"/> look for and book a venue for the event <input type="checkbox"/> book any other external services or supplies you will need: sound equipment, tables, etc. <input type="checkbox"/> contact media to invite them to the event, or write an article for publication <input type="checkbox"/> check in with your team | <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p><u>ALL</u></p> |
| 4 weeks | <ul style="list-style-type: none"> <input type="checkbox"/> send out promotional materials to target audience <input type="checkbox"/> develop a tentative agenda <input type="checkbox"/> purchase necessary materials <input type="checkbox"/> check in with your team | <p>_____</p> <p>_____</p> <p><u>ALL</u></p> |
| 3 weeks | <ul style="list-style-type: none"> <input type="checkbox"/> assign volunteer tasks and roles for the event-day <input type="checkbox"/> train volunteers <input type="checkbox"/> continue promotion <input type="checkbox"/> check in with your team | <p>_____</p> <p>_____</p> <p><u>ALL</u></p> |
| 2 weeks | <ul style="list-style-type: none"> <input type="checkbox"/> confirm agenda <input type="checkbox"/> check in with all guest speakers, external matters (venue, rentals, anyone/anything external you are relying on) <input type="checkbox"/> continue promotion <input type="checkbox"/> check in with your team | <p>_____</p> <p>_____</p> <p><u>ALL</u></p> |
| 1 week | <ul style="list-style-type: none"> <input type="checkbox"/> any last minute details that have been forgotten/neglected <input type="checkbox"/> continue promotion, remind any media contacts <input type="checkbox"/> check in with your team | <p>_____</p> <p><u>ALL</u></p> |
| Week of the event | <ul style="list-style-type: none"> <input type="checkbox"/> make sure everyone on your team knows its roles, communicates to one another, is prepared <input type="checkbox"/> continuously check in with your team | <p><u>ALL</u></p> |
| Week after | <ul style="list-style-type: none"> <input type="checkbox"/> thank you notes for volunteers, sponsors, anyone that helped <input type="checkbox"/> follow-up with participants to get feedback <input type="checkbox"/> write up recommendations for next time <input type="checkbox"/> feel good and proud: celebrate! | <p>_____</p> <p><u>ALL</u></p> <p><u>ALL</u></p> |



For information on the Red Cross's two-hour **Events 101 workshop**, email michelle.hassen@redcross.ca