



Practical Resources for Community Groups

## CHECKLIST 17

### Planning an Event

*Make sure you...*

- Know why you are planning your event from the outset. Perhaps it is to raise funds, perhaps it is to raise profile, or perhaps it is a part of the service you deliver to the community. When your purpose is clear, the other decisions are easier to make.
- Research the viability of the event before you jump in boots and all. Talk to others who have organised similar events in other regions about what is involved and how it all might work.
- Choose a date that will actually work. Consider what other events or activities are happening in your area on that date and if necessary, on the surrounding weekends. Think about what your target market is usually doing on that day or time, and look nationally to see if there is anything else which could affect your events success.
- Choose a venue that first and foremost has the look and feel you need to deliver your event – then put that into the budget. Doing it the other way around can leave you with a venue that compromises your events success.
- Create a detailed plan of what you want your event to be. Have someone walk you through the day of the event and notice each and every thing that needs to be organised. Where will people park, how will they know where the entrance is, what will they eat, what will they do, is there toilet paper.....? As you go through the planning process, re-visit this visualisation every couple of weeks.
- Identify any health and safety risks at your event and develop a plan for minimising, managing or eliminating them. Most risks can be easily planned for; it is the identification that takes time. See *Checklist 5 – Writing a Risk Assessment and Risk Management Plan*.
- Create a marketing plan which includes at least 10 avenues for promotion. This may be newspaper, radio, television, newsletters, posters, flyers, social media, websites, email, magazines, presentations, billboards....and more.
- Develop a budget with accurate costs and a realistic income. Avoid the temptation to guess! If it is the first time you have run this event, over-estimate your costs and under-estimate your income.
- Have a mechanism in place to receive feedback about your event – both the content and the delivery. Unfavourable feedback is not necessarily a bad thing, it gives you an opportunity to develop and improve your event so that it becomes something truly valuable.

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This checklist has been written by Kerri Tilby-Price. Kerri is the author of 'The Seriously Good Guide to Fundraising' and the CEO of Exult Ltd, one of New Zealand's leading training providers for the non-profit sector. Kerri is also the editor of Tonic Magazine – a publication providing practical information and advice for grass-roots community organisations. For more information visit [www.exult.co.nz](http://www.exult.co.nz)