



Planning & Marketing Great Events

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What Types of Events Do You Host? Write them down here:

Planning Events

1. Why are you _____ this event?
2. What are your _____ for hosting this event? Will it be co-hosted?
3. Who is your _____ audience?
4. What kind of event can provide _____ to your target audience?
5. Why would your target audience want to _____ in this event?

Planning Service Projects

1. Identify an area of _____.
2. Conduct a community needs _____.
3. _____ what kind of service project you want to do.
4. _____ should this project be held?
5. What's _____ for the intended recipient?

Planning Fundraisers

1. What do you _____ to raise money for?
2. Why should this project be _____?
3. How _____ do you want to raise?

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4. What kind of _____ do you want to hold? Will it be co-hosted?
 5. Why would your target _____ want to participate in this event?

Planning and Marketing Great Events

1. _____ do you want to hold it?
 Month Start Time (am/pm)
 Day End Time (am/pm)
 Year Back-up (Rain) Date
 Day of Week
2. _____ do you want to hold it?
 On-campus
 Off-campus
 Is it ADA accessible?
3. SWOT Analysis
S _____ (what have we got going for us?)
W _____ (what is going against us?)
O _____ (what can we take advantage of?)
T _____ (what is out of our control?)
4. _____
 - a. Income (registration fees, donations, sponsorships, advertising)
 - b. Expenses (administrative, design, printing, postage, advertising, signage, F&B, volunteers)
 - c. Are you allowed to make a profit?
 - d. Plan for the unexpected
 - e. Does your campus have event insurance or is it self-insured?
5. _____ (date, task, responsible)
 - a. Kick-off meeting
 - b. Recruitment
 - c. Volunteer assignments and duties

- d. Project requirements
 - e. Sponsorships
 - f. Promotional efforts
 - g. Post-event surveys
 - h. Volunteer thank you
 - i. Post-event report
6. Who’s going to help you?
- The _____ *Coordinator* is responsible for recruiting additional volunteers for the project.
 - The _____ *Chair* is responsible for promoting this project to the public as warranted. S/he writes a press release and distributes to the appropriate media.
 - The _____ *Coordinator* spearheads efforts to obtain sponsorships and donations for the project.

How Do You Market Events on Your Campus

1. _____ your event:
- | | | |
|---|---|--|
| <input type="checkbox"/> Chalking | <input type="checkbox"/> Event Calendars | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Community bulletin boards (physical & digital) | <input type="checkbox"/> Newspaper & Radio | (FB, IG, Tik-Tok, etc.) |
| <input type="checkbox"/> Email blasts | <input type="checkbox"/> Postcards & Fliers | <input type="checkbox"/> T-shirts |
| | <input type="checkbox"/> Posters | <input type="checkbox"/> Video |
| | | <input type="checkbox"/> Word-of-mouth |
2. Conduct the event in a _____ and professional manner.
3. Host a _____ session immediately following the project.
- What did we do well?
 - What could we have done better?
 - What made you stop and go “wow”?
 - What suggestions for improvement do you have?
 - Should we do this again next year?

4. _____ your event volunteers.
 - ✓ Certificates
 - ✓ Gifts
 - ✓ Hand-written notes
 - ✓ In-person
 - ✓ Paper-plate awards
 - ✓ Photos
 - ✓ Public acknowledgement
 - ✓ Use your imagination!
5. Did you _____ in meeting your goals?
6. How would you _____ this project for the future?
7. _____ the details for future reference.