



## Event Planning: How to Plan an Event that Will Advance Your Campaign

Events are great ways to reach a wider audience, recruit people to your campaign and develop leadership skills in your group. In order for an event to help your campaign it needs to fit into your overall strategy and group goals. Planning an event requires a lot of logistical work, as well as recruitment. This worksheet will guide you through the logistics of planning an event and the things you should think about when doing so.

### Vision and Purpose

1. What is the purpose of the event? What do you hope to accomplish? How will it help you achieve your campaign or group goals?
2. Who is your audience? General public, press, campaign targets, etc.  
Will you invite any special guests (i.e. speakers, politicians, the media, etc.)?
3. What is your message? (Should be in-line with campaign messaging, framing and strategy)

### Logistics

#### When: Date and Time

*Helpful Hint: Look at a campus calendar to figure out what else might be going on, this can be a challenge or an opportunity. Also, think about when people will be around/have free time and what type of foot-traffic there will be passing by.*

#### Where: Location, Location, Location!

Is it centrally located and easy to access? Is it strategic? Will it help create good visuals? Is it big enough to hold your audience? Do you need permits or reservations for the space?

*Helpful Hint: Don't know where to go to find out this information? Your student activities office is a great place to start! Also, ask older students who may have done this before for tips.*

*Are you going to need transportation?*

**Materials:**

**Examples of things you might need:** flipcharts, tables, T-shirts, signs, a big inflatable coal plant, other visuals, polar bear costume, sidewalk chalk, etc...

Do you need any equipment? Examples of audio-visual equipment include: PA system and microphone, bullhorn, projector and screen.

*Helpful Hint: Make sure that if any of your equipment requires electricity that you have access to that and ample extension cords, this is especially important when planning outdoor events.*

**Money, Money, Money:**

**Costs:** What costs will there be? Examples: Transportation, location rental, food, permits, presenters etc...

**Fund-raising:** How will you get the money? Is it an event that you can charge admission, ask for donations?

**Agenda:**

Every event needs a defined agenda—what’s going to happen and when, included prep work.

*Helpful Hint: If your event has a lot of volunteers it is especially important to have an agenda written up and handed out. You may even consider doing a run-through/rehearsal to make sure everyone understands the flow and their roles of the event.*

**Recruitment and Outreach Plan**

How many volunteers do you need to make this event happen?

What is your target attendance goal?

How will you inform people? What’s the best and most efficient way to reach your target audience/invitees?

*Helpful Hint: Check out our Recruitment Guide for more info.*

**Media Plan**

Which media outlets will you target?

Who is your audience?

*Helpful Hint: Send out a press advisory two-weeks before the event, one-week before the event, and the day before. Do pitch calls and send out a press release on the day of the event. Make sure you have a media point person at your event who knows the talking points. Check out our Media Guide for more info.*