



## How to Plan an Event

### Stage 1: Set Goals

Before planning an event it's important to sit down with your executive board and ask/answer these questions:

- What is the purpose of your event?
- What impact do you want your event to have?
- What does success look like for your groups event?

Once these questions are answered it will be a lot easier to set realistic and attainable goals.

### Stage 2: Plan

Once your goals are set it's time to set the structure to help your group achieve these goals. Below is a simple step by step list of items to attend to:

1. Build a team around you to help plan your event. You never want to plan an event alone!
2. Reach out to ACT for America through [activist@actforamerica.org](mailto:activist@actforamerica.org). ACT for America staff are more than happy to assist your chapter.
3. Determine a time and date for your event.
  - a. Make sure your event does not conflict with any major events in your community or even major TV shows or sporting events.
  - b. Coordinate with key players in the area (speakers, partner organizations/chapters, officers, popular chapter members, etc.). Essentially make sure your date/time works with important people needed at your event.
4. Reserve your venue space.
  - a. Don't rent out a venue location that is too big! You would much rather have a very full looking venue location rather than a half empty one.
  - b. Make sure you will have access to your venue before your event so you can set up any equipment you might have and organize everything the way you like it.
5. Develop an event budget.
  - a. Venue rental fees
  - b. A/V Rental fees (if applicable)
  - c. Food/Beverage (if applicable)



- d. Materials/supplies
- e. Honorariums/Travel Expenses (if you're hosting a speaker)
  - i. Remember if you are hosting a speaker you must receive permission from ACT for America HQ ([thern@actforamerica.org](mailto:thern@actforamerica.org))
6. Develop a Plan to raise enough money for this event
  - a. Do not commit to expenses your chapters may not be able to afford.
7. Develop an agenda for your event.
  - a. What time doors open.
  - b. When the event will start.
  - c. When food will be served (If applicable)
  - d. What time the event ends.
  - e. Etc.
8. Assign roles to your team for the day of the event. Possible assignments include:
  - a. Manage check-in/signups at the door
  - b. Who is speaking to open/close the event.
  - c. Who will serve food (if applicable)
  - d. **Who will take pictures of the event (THIS IS A MUST) – after event send photos to [pictures@actforamerica.org](mailto:pictures@actforamerica.org).**

### Stage 3: Advertise

1. Create a Facebook event for your chapters event.
  - a. Make sure your Facebook event includes the event date, time, location, and other details.
  - b. Invite all your friends to attend the event, as well as all your chapter members to attend the event.
  - c. Ask all your chapter members and officers to invite all of their friends on Facebook to attend the event as well.
  - d. Email all your members with information about the event as well as a link to the Facebook event page.
  - e. Ask like minded groups to share the event.
2. Email your membership with weekly reminders about the upcoming event and any other pertinent information.
3. Reach out to like minded groups in your community. Invite them to attend your event and/or co-sponsor. Ask them to email their membership and/or mention the event at a meeting.



#### **Stage 4: Execute**

1. Send a day-of reminder to your email list and like-minded groups.
2. Arrive early to set-up your event space
3. Test all equipment (if applicable)
4. **TAKE PICTURES OF YOUR EVENT (INCLUDING A GROUP PHOTO OF ALL WHO ATTENDED) EMAIL [PICTURES@ACTFORAMERICA.ORG](mailto:PICTURES@ACTFORAMERICA.ORG) AFTERWARDS.**
5. Collect sign-ups at the event from people who have never attended before and import them to your chapter membership list.
6. Email all attendees after the event to thank them for attending and send them information about your chapters next gathering.