



Plan an Event Worksheet

Make a Plan

1. What is the objective of the event? What do you want to accomplish? (For example, raise money, visibility, and/or awareness?) Set measurable goals.
2. What is the best day and time to have your event? (See Activist Days sheet for suggestions on opportunities to organize around.)
3. Do you want to have partners or sponsors to share costs and/or tasks? If so, make a list of potential partners or sponsors and how to approach them.
4. What is your budget?
5. What type of event do you want to have? (See Sample Event Agendas.)
6. How will the roles and responsibilities be divided among your group? Who will take the lead?
7. Will you have a presenter? Who is moderating the event? (For example, is it someone you know? Will it take some time to get a commitment from a speaker? Will this person charge for their time?)
8. Who is your audience? How many people do you expect? Who do you want to reach and why? What kind of venue do you need to meet these goals? (For example, size, location, etc.)
9. What makes the event fun and interesting? (For example, will you provide food, games or a popular movie?)
10. How will you advertise the event? Who will do the leg work? Some ideas for advertising include:
 - Post flyers
 - Send advertisement to e-mail networks
 - Facebook, MySpace and other online social networking sites
 - Campus news programs (for example, radio, newspaper or TV)
 - Chalk the sidewalk or boards in classrooms
 - Take out an ad in the local independent paper
 - Word of mouth
 - Ask professors to give extra credit to those who attend the event
 - Press releases

Create an agenda

1. Use the outline you've created in the Plan section to decide what will go on during the event. Here are some common components to an event:
 - a. Introductions
 - b. Ice breaker
 - c. Main activity/presentation/film
 - d. Q & A and discussion
 - e. Closing
2. What supplies do you need:
 - a. for the room? (Do you want to decorate?)
 - b. for information? (What brochures, pamphlets, stickers, button or other freebies do you want laid out for your participants?)
 - c. for the participants? (How much food will they need? Do they need pens and paper?)
 - d. for the presenter? (Do you need a computer, internet access, paper, note cards or a white board?)
 - e. for follow up? (How will you collect participant information? Will you pass around a clip board or have a sign-in sheet?)

Make a timeline

1. Work backwards from the event date.
2. Create a list of the tasks that must be completed before your event.
3. Order the tasks by priority; it is important to secure your space and presenter early and before advertising.
4. Plan when each task must be done and how long it will take. Be realistic!
5. Make a list of the materials you need for the event.
6. Assign tasks to your co-organizers. Don't be afraid to delegate.
7. Create a timeline and task list with clear deadlines and responsibilities to give to all your co-organizers.

Things to consider:

1. **Motivation:** It's very important to have a hook that attracts people to attend your event. Food or an engaging, well-known speaker can really do the trick.
2. **Inspiration:** When recruiting, make sure everyone understands how their attendance can make a difference.
3. **Conflicts:** Is there anything going on at the same time as your event that may affect participation? Is it spring break? A holiday? Is there a sports game at the same time?
4. **Location:** Is it easy to find? Did you give clear directions? Choosing a venue that is hard to get to can be fatal for an event. Make sure your venue is well marked and easily accessible. Also, adequate parking or alternatives should be considered.
5. **Leave yourself enough time:** Be realistic about how much you can really do in the amount of time you have. It is very difficult and expensive to pull off an event on short notice.
6. **Follow-up:** Make a plan for following up with your participants. This could involve linking them to each other and other reproductive justice organizations, a survey or a specific action.

Have fun at your event!