

Student Org. Event Planning Checklist

Is your organization planning an event? Whether it's fundraising, advertisement, membership retention, etc., this checklist will provide you with the basic steps of developing and executing a successful event for your organization. Additionally, this checklist should help your group focus on the most important aspects of the event that stem from intentional and purposeful activities!

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| <p><input type="checkbox"/> 1. Goals and Outcome
The most essential part of planning an event is the reason for hosting. With your group, determine the purpose of the event, the goals you want to achieve, and an outcome for your audience.</p> <p><input type="checkbox"/> 2. Type of Event
Discuss with your group the type of event you want to have. A movie night, arts and crafts, or general meeting is very different from a public speaker, concert, or a campus-wide carnival. Figure out what works best with your organization and the goals of this event.</p> <p><input type="checkbox"/> 3. Audience
Who is this event for? In your goal, you should determine who you'd like to attract to this event. It should pertain to your organization's values.</p> <p><input type="checkbox"/> 4. Date/Time
When will this event take place? What time? Make sure you choose a date/time that works for a majority of your members to help the event run smoothly. Be mindful of having events at an appropriate time (not too late/early).</p> | <p><input type="checkbox"/> 5. Place of Event
Where would your event take place? Use an approximation to determine the size of your desired audience, then go to 25Live to research/reserve your space. Make sure to put all room/building set-up in the comment section to ensure your room requirements are set before your organization gets there. This includes tables, chairs, and technology.</p> <p><input type="checkbox"/> 6. Budget
Does your student organization need to request dollars from Student Government? If so, have you delegated this task to someone with a deadline that allows Student Involvement to order materials/follow policies? If you are fundraising, please submit an event registration from 10 days prior to the event.</p> <p><input type="checkbox"/> 7. Gathering Materials
Once you have a budget, start gathering the necessary materials to host your event. If you need to order anything, discuss plans with your organization's President/Treasurer about how to order supplies.</p> <p><input type="checkbox"/> 8. Recruiting Volunteers/Assigning Tasks
Make a sign-up sheet and determine who is doing what task. This could be anything from checking in students on OwlNet, assigning times for tabling, or helping with set-up/take-down.</p> |
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☐**9. Publicity**

As soon as you figure out who, what, when, where, and why, make sure you begin making flyers, social media posts, and an event form on OwlNet. Choose a theme that is appropriate but fun!

☐**10. Contracts and Catering (if needed)**

Review Student Involvement Handbook for requirements.

☐**11. Pre-Event Meeting with Student Involvement (if needed)**

Set-up time to meet with the Office of Student Involvement to ensure your plan is cohesive, appropriate, and within the College's guidelines.

☐**12. Post Event Evaluation**

Discuss with your organization the event as a whole. What went well? What could have been better? Would you change anything? Use this to help plan your next event.