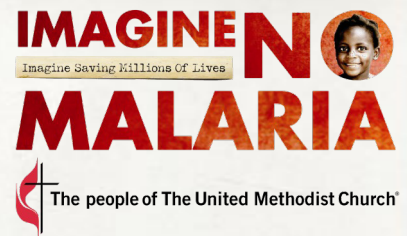


PLANNING YOUR EVENT



Before anything is set in motion, agree on a common vision

- Determine vision for event, e.g., Skeeter Walk, run, bake sale, T shirt sale, or other fund raiser
- Determine outcome desired
- Assign a planning coordinator and organize a team

Determine what is necessary to implement the vision

- Budget and plan for soliciting donations
- Expenses to consider:
 - Advertising (media, newspaper, print of posters/flyers)
 - Use of a facility
 - Equipment for video/audio needs, photographer
 - Guest speaker (fee or honorarium)
 - Food & refreshments

Consider timing of event to ensure success

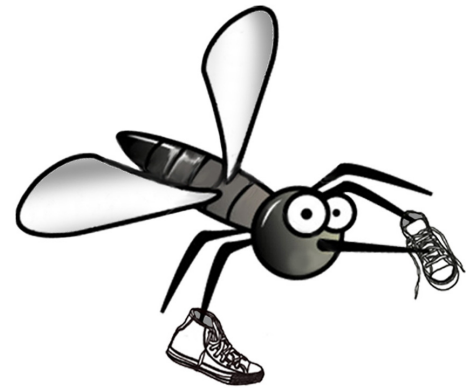
- Review church and town/city calendars to avoid conflict with other scheduled events

Choose a location/venue that is convenient and accommodates the needs of your event

- Indoor venues – meeting rooms for speakers, workshops, video or power point presentations
- Outdoor venues – have backup inclement weather plan
- Reserve the necessary resources, equipment and personnel
- Remember to inquire about usage/rental fees
- Check if your venue requires any permits or has special restrictions

Create a recruitment plan

- Announcements in church service announcement times, church bulletin/newsletter/calendar
- Direct email blasts, text messages, Twitter, Facebook
- Contact other church groups or civic organizations



- Equip Volunteers with:
 - Orientation of expectations and training/talking points for their role in event
 - Food /snacks and or refreshments
 - Opportunities to share their ideas and opinions

Publicize your event

- Flyers and posters
- Email blasts, text messages, Twitter, Facebook postings
- Advertisements in newspapers, radio or community TV
- Announcements or flyers in surrounding area local church bulletins

Follow-up after your event

Do an honest Assessment of the event:

1. Were goals met?
2. Share "Success Stories"
3. What did we learn?
4. What will we do different next time?
5. Is the event something sustainable?
6. Can it be repeated for continued impact?

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