

PLANNING FOR A SUCCESSFUL EVENT

Create a planning timeline by working *backwards* from that date to plan when each task needs to be completed. Set a date by which each task must be completed. Here is a general event timeline:

Weeks

Before Event Task to Be Completed

asap	Assess the interests of your organization & community It's a new year! Poll members of your community. What are their interests? What are the goals of your organization? What kind of program would help move towards those goals?
asap	Brainstorm & choose Open it up to your members. Ask for all possible ideas. Discuss each one and find out what sparks interest. This is The Test: if members aren't motivated to work on the event, you'll most likely lack volunteers <u>and</u> an audience.
asap	Meet with your SOAR Adviser Meet with your advisor early and often. S/he can let you know the resources and the red-tape that can make an event run smoothly or hit a brick wall.
asap	Develop a timeline Check the calendar for other events, holidays, mid-terms, etc. Make a list of everything to be done. Figure out when each task needs to be done by and who will do each task. <u>Note</u> : the campus has some hard deadlines that can't be missed.
See Funding Deadlines	Create a budget & fundraise or request funds Make a list of all the expenses involved in the event. Research the costs. Fundraise or visit soar.ucsc.edu for fund sources and their deadlines. Turn in proposals on time.
6 Weeks	Secure the funds Hear back from fund sources or complete your fundraising. Based on this budget, see if you need to adjust your event expenses.
6 Weeks	Reserve a space Look for a facility as soon as possible. Most popular spaces get booked early so have a couple of back ups choices. To confirm a space, complete a SOAR Event Approval form.
4-6 Weeks	Request payments for food & performers/speakers Performers or speakers need contracts done 4-6 weeks in advance in order to be paid. Large purchases or food can also take time. Meet with your SOAR advisor to get these started.
4 Weeks	Request all services Meet with your SOAR advisor 4 weeks in advance to request any needed services: <ul style="list-style-type: none">• Sound/media equipment• Parking/signage• Trash/recycling containers• Security
3 Weeks	Design publicity & publicize You've worked hard on the event. Make sure people knows it's happening! Design a nice flyer or poster and get it printed. Post it everywhere, at least 2 weeks before the event.
1 Week	Confirm volunteers, performers, & speakers Don't assume everyone will remember! Make reminder calls 1 week before the event.
1 Week	Request Purchase Orders for all other purchases Submit requests for snacks, decorations, etc. Request a SOAR Cash Box if charging admission.
The Date	Hold the event! Set up, <i>have a great time</i> , clean up, & celebrate!
1 Week After	Evaluate how it went Each event offers valuable lessons. Ask members for honest feedback and record it so it's not forgotten. Thank everyone for their contributions.