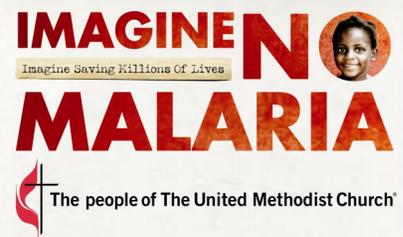


# PLANNING YOUR EVENT



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

Determine vision for event and 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

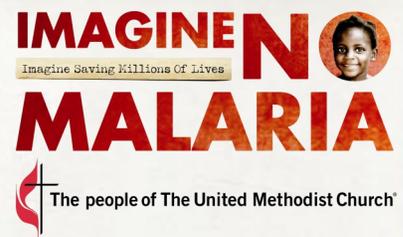
- School nights during week are best when people are on campus –
- Mid-Term – usually a lighter study/test time of year
- Review campus calendar to avoid conflict with other scheduled events

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

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

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# PLANNING YOUR EVENT



## Create a recruitment plan

- Direct email blasts, text messages, twitter, facebook to student body
- Contact other Campus organizations
- Local area community church groups, young adult and seminary programs
- Word of mouth

## Equip Volunteers with:

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

## Publicize your event

- Flyers posted in classrooms, common areas, dorms, dining facilities
- Posters posted along common walkways, and in public areas
- Email blasts, text messages, twitter, facebook postings sent to the student body and various campus department
- Advertisements in campus newspapers, campus radio or 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?

Success stories

3. What did we learn?

4. . What will we do different next time?

Is the event something sustainable?

Can it be repeated for continued impact?

5. Send us a summary and photos of your event: [INMInfo@umcom.org](mailto:INMInfo@umcom.org)

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