

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 and 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. Note: 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:

- 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, *have a great time*, 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.