



Before you begin planning an event...

CHECKLIST

Why are we doing this?

Discuss as a group the reason why you want to do a particular event.

- To raise money?
- To raise awareness?
- To address a community need?
- To address a global issue?
- Other?

We will know we are successful when...

Define as a group what it will take for your proposed service project/event to be termed a success:

- Having an attendance of 100 or 1000 or other?
- Raising \$50 or \$500 or other?
- Having 70 or 700 or other number of students involved?

Having your entire group viewing the same picture of success will guide planning decisions.

What do we want to do?

- Select the proper event, if it is not readily apparent.
- Will there be reflection? Yes No
- Who is the best speaker you could bring to address your issue during the reflection?
- What can you do to make your event unique and special?

Budgeting

Provide detailed budget for event. (see budget sheet)

Timing is everything!

At what point during the school year would your event be most successful? Some considerations are weather, other major events that you may want to tie in to or avoid, periods of time when students are busiest, periods of time where there is a lot going on, etc.

Room to Breathe!

Give yourselves plenty of lead time to properly plan and implement an event that will be successful. For more major events, this can be at least 6-8 weeks.(half that for smaller ones.)

People support what they help create.

Involve as many students as possible in planning and implementation of your event – even if it would be easier to do it yourself. Involvement from other students builds support and commitment- it also acquaints new or inexperienced members with the process of producing an event or service project.

Timeline for Planning a Service Project

Six Weeks out (minimum)

Person Responsible

Accomplish by

1. Check availability of open dates on campus calendar
2. Check availability of local venues(rooms you want)
3. Compile a budget and submit to funding source
4. Reserve a facility for your project/event

Four weeks (minimum)

1. Determine promotional materials that are needed.
2. Discuss free and paid options

You should know all the different ways you plan on advertising and how big your target audience is. It is best to have the posters and other promotional materials designed around this time. Decide if someone from your organization can design the promotional materials or if you would like our in-house designer to help in this process. **Do not start any of your paid advertisements until you consult with advisors as budget may not allow for additional expenditures.**

FREE Advertising:

1. Recycled posters: Recycle old paper grocery bags by making them into homemade posters or even banners. They grab attention and help the planet!!
2. **Facebook, Twitter, etc.:** Most college students use social networking sites so take advantage of them! They are quick and easy to use and reach a large audience. We have specific procedures in place for your group to get these social footprints together that will be sustainable after the current officer teams have moved on. **See attachment for steps to follow.**
3. **Story in the campus newspaper.** Contact The Schoolcraft Connection newspaper to see if they will do a story and/or cover your project/event. **See attached for the issue dates and deadlines for them to consider your event.**

4. Announcements at Athletic Events: Contact the athletics office to have your project announced at athletic events.
5. Chalking: Use sidewalk chalk during the week before the project to advertise. Please check with the SAO before using this method as we would like to know what you have planned in case we have other groups wanting to do the same. Too much clutter will defeat the purpose of using this method.
6. Use the promote form from the SC Marketing Department: Using this form will help you get the word out to various media sources. This will be where you will provide the information that would normally go into a press release, but also will serve to get your information on the cable messages (TV's on campus), electronic marquee out in front of the college, on the college's calendar of events on the website, etc. This will be turned in as an electronic copy to your liaison that will be working with you out of the SAO. This will allow us to make any changes necessary before forwarding to be promoted.
7. Email professors or other student organizations that have a related interest in the project. Then they can announce it to their classes or organizations.
8. Categorize your event under the 8 Dimensions of Wellness and get listed in the weekly "Campus Life" email going out across campus, through email and blackboard.

Paid Advertising:

1. Printed Posters – cost dependent on size. Limited capacity to do these, but can do 8.5 x 11 and 8.5 x 14 in color and 11 x 17 in black and white.
2. Facebook and other social media boosted ads -
3. Promotional Outfits/costumes – This could be walking sandwich boards or costumes that pertain to the promotion that you are working on.

Final tip on advertising, don't be afraid to try something new and creative. It catches people's attention.

Three Weeks out (minimum)

1. Contact the SAO for food coordination at event (if applicable)

Person Responsible

Accomplish by

2. Get posters/flyers printed or have them made. *(This will take 3 business days)*

Person Responsible

Accomplish by

3. Make an event or group Facebook – use your existing accts

Person Responsible

Accomplish by

4. Use "Promote Form" to run additional promo through various media outlets available on campus.

Person Responsible

Accomplish by

5. Contact The Connection Newspaper about a story and/or ad

Person Responsible

Accomplish by

Two weeks out (minimum)

1. Blast social media sites
2. Email related student organizations and professors

One Week out

1. Chalk for the project on campus sidewalks (If this is part of your marketing.) DO NOT chalk on buildings and walls! Also, please check in with the SAO to make sure we don't have other groups chalking at the same time. Saturation of this method will diminish the impact for your advertising efforts.

Day of Service Project

1. Get a cash box or container if you are accepting monetary donations
2. Keep a count of students and general public volunteering the event.
3. Complete the "Wrap Up Report" and return the finished copy within 48 hours of the event in an electronic and hard copy version to Elizabeth. (See below for the questions that need to be answered)

After Service/Event Procedures

Review the event with your student organization. It is best to keep a written record of comments for future consideration. Also, write out “thank you” cards to the individuals and offices who helped with the event, facilities, rentals, audio visual, etc.

Wrap Up report questions:

Student Activities Office Event Report

Event:

Date:

Time:

Host department, club or organization:

Number of Attendees:

Students:

Community:

Others:

What was the purpose of event?

How did the event accomplish its goals?

Which groups/organizations/departments were networked into this event?

What was the overall impact of the event on the community?

What aspects of the event were successful?

What can be done to improve this event in the future?

Attendee comments:

1.

2.

3.