

# event planning 101

- 1. Define the goal and the format** - before getting started, make sure that you are clear on the goal: to recruit more volunteers; to create a relationship with your local candidate or Member of Parliament (MP)? Think about the ideal format as this will also inform other needs like the venue: would you like people to mingle or learn about a certain topic? Is this a good opportunity to fundraise as well?
- 2. Plan, plan, plan** - create a list of tasks and assign them to group members. Be sure to include a timeframe and allow more time than you anticipate as things may take longer. There are lots of online tools to help you with this including [this Google template](#). Consider whether it would make sense to partner with another local organization. Could they help with the identified tasks?
- 3. Budget** - what are the costs of running this event? Can you find local sponsors to provide the snacks or the venue? You can promise visibility in return. Would having a donation jar be appropriate? What about charging \$5 at the door so people enjoy a great panel of speakers? It is possible to organize cost effective events, be creative and get local support!
- 4. Guests** - who should be at your event in the audience? Should it be students, professionals in international development or medical professionals? Who would be the best speakers to engage the audience? Is your event appropriate to invite your local candidate or MP to speak on the importance of Canadian aid or on the current RESULTS Canada campaign? Use [our tips](#) to write to your MP.
- 5. Promote** - ask your partners, the venue, your guests and your speakers to help you in promoting your event. Create a Facebook event and materials like posters and social media images. Consult [our social media tips](#). Write an article or a blog about your event. Contact local media and explore with them the possibility of promoting your event and invite them to attend it. Use [our tips](#) on communicating powerfully. Of course, do not forget to let us know about your event so that we can help you in promoting!

## Examples of types of events:

- Potluck
- Local debate
- Panel discussion
- Silent auction

6. **During your event** - don't forget to have a table with Results Canada materials. Ideally, there would be someone at the table to answer any questions. Consult [our tips](#) on running a successful booth.
7. **Take photos and do some live social media** - consider having a couple of people assigned to taking photos and 1 person on live social media duty. Use the hashtag #voices4Results and tag [@ResultsCda](#), partners, sponsors and speakers.
8. **Congratulate yourself and the team** - you did it! You put together an event, now take time to celebrate this accomplishment. Get together with the organizing team to debrief and celebrate. Write down your lessons learned so that you have them on hand for your next event! Consider sharing these with fellow volunteers!
9. **Say thank you** - send your guests a note thanking them for attending. Make sure to also send individual thank yous to your local candidates or MPs, speakers and sponsors. Prepare a simple post-event survey and get feedback from your attendees. Create a photo album on Facebook and be sure to tag all of the relevant participants.
10. **Follow up** - let Results Canada know how your event went by filling out [this quick online report](#)! Provide the list of emails you have collected so that we can make sure they receive [our news and updates](#). Prepare a short recap of your event so that it can be showcased as part of a [Citizen Spotlight](#).

#### Why organize an event?

Events are a great way to create or strengthen a relationship, whether it be with another like-minded local organization, with neighbours (potential volunteers or donors) and Members of Parliament (MPs). It is also a great way to engage with many at the same time and to raise awareness.

## hot tips

- Have a [sign up sheet](#) (or even better an online form like [Google](#)) and be sure to send a scan or a photo of the filled out sheets so that people can be added to the national Results Canada mailing list.
- You cannot do it all! Prioritize what is most strategic for you and your group at the time of the event. Are you looking into building a relationship with your MP or local candidates? Do you need more volunteers to join your group? Is there an ongoing

fundraising campaign to take part in? Who knows, your event may also be able to check off all of these but make sure that the type of event you pick makes sense for you.

- Make sure that as much as possible, your event follows the Results model of educating and advocating. Inform participants about Canadian aid or the current campaign and get them to take action right then and there by tweeting out at decision-makers or signing a postcard.
- Consider making your event ethical and conscious by making it a **Fair Trade Event**.

Need help?

- Consult these [tips on running events from Volunteer Canada](#)
- Contact us at [action@resultscanada.ca](mailto:action@resultscanada.ca)

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