

General Events Planning Guide



3-9 MONTHS OUT

- DESIGN THE EVENT:
 - Who:
 - What:
 - When:
 - Where:
- BUDGET:
 - What will it cost:
 - How much do you expect to make:
- VENUE:
 - Reserve location:
- BOOK CATERER or PLAN FOOD
- PARKING: **Confirm adequate parking**
- APPLY FOR CORPORATE SPONSORSHIPS
- SECURE A CELEBRITY GUEST
- SELECT AND INVITE SPEAKERS
- APPLY FOR NECESSARY PERMITS FROM COMMUNITY
- SECURE EVENT INSURANCE
- GATHER SILENT AUCTION/RAFFLE ITEMS FROM LOCAL BUSINESSES
- LINE UP ENTERTAINMENT

2 MONTHS OUT

- PLAN PROGRAM, include:
 - Speaker
 - Entertainment
 - Security
 - Gifts
 - Audio Visual Equipment
- PLAN PRINT MATERIAL
 - Programs
 - Name Tags
 - Awards/Thank You
 - Table Numbers/Place Cards
 - Literature/Handouts/Posters (Available from MF)
 - Parking Permits/Tickets/Maps

- INVITATION (to be mailed 6 weeks prior to event)
 - Identify and select target area and constituency
 - Designer/Printer
 - 5 Basic Elements of invitations:

Who	What	When	Where	Why
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 - Response Card; print RSVP date
 - Maps and Directions

1 WEEK OUT

- Finalize catering guarantees
- Train event staff regarding their event responsibilities
- Finalize all venue details
- Confirm with ALL vendors
- Finalize seating arrangements
- Finalize agenda
- Print the program

EVENT DAY

- Prepare event check in list. Have procedures in place for walk-ins.
- Staff on duty at pre-set times (photographer, VIP escorts, etc)
- Name tags
- AV set up and test
- Weather considerations

AFTERWARDS

- Send Thank yous immediately
- Evaluation
- Send checks to MF to ensure each donor receives Tax Deduction information and MF thank you card