

Project/Event Planning Template

Topic/Goal: decide what you want to accomplish. These will be your goals. Goals should include a few different things, but focus on one main point you want to get across.

- Goals should be measured: (number of people using resource, feedback collected, community groups reached)

Find Resources: Takes all kinds of resources to run a successful project/event

- Money – know how much money you will need to spend
- Identify your support (group/council/people you may need to approach before starting)
- Time – know how much time will be needed to execute the event. Ask for help from other programs/volunteers.
- Marketing/Promotional Material

Segment Your Audience:

- Who is our audience?
- Who will be impacted by this event?

Schedule: Plan specifics of event/campaign

- Active – events require involvement from audience or community
- Passive – sharing and spreading information via media materials

Create Action Plan: Once we have a schedule and outline for each event get specific.

- **Who** – includes the audience/community members we are hoping to reach, volunteers, additional programs, city staff, or experts that are needed.
- **What** – description of the event. What type of activities will be happening? What are the resources involved behind the scenes.
- **Where** – covers where the event will take place and where we will advertise event.
- **When** – includes dates and times of the event and what happens leading up to event. When will we start advertising and when will the event occur?
- **Why** – goal of the event. Focus on each goal of the event and how we will meet the goal.
- **How** – methods using to advertise and coordinate the event. Describe what your resources, volunteers, and staff members will need to do the event.

Find Partners: Create strong partnerships. How will the partner help, how can we help our partners?

Implement the Action Plan: It's game time!

Evaluate the Event: measuring the goals. Collect feedback from volunteers, partners and audience. Look at each individual piece, review the success, and address the improvements that can be made for next time.