



Event Planning Worksheet

Event _____

Place _____

Time _____

Priorities:

- | | |
|--|-------------|
| 1. Build awareness | 4. Have fun |
| 2. Build our group | 5. |
| 3. Mobilize people into (strategic) action | 6. |

Quantitative goals for each of these categories (except for “have fun”) will help us make sure we get what we want from the event. We will:

- 1) set our goals and fill in the blanks below (based on what it will take to move towards victory),
- 2) figure out how to meet the goals,
- 3) delegate tasks (with timelines/deadlines!),
- 4) throw a rockin event,
- 5) and assess the outcome based on our goals

Build Awareness	Build Our Group	(Strategic) Action!	Have Fun	
People directly exposed _____ (class raps, flyers, emails, etc.)	People signed up for listserv _____	Petitions/pledges _____	Music _____	
People broadly exposed _____ (posters, chalking, etc.)	People recruited to the group _____	Letters written _____	Entertainment _____	
Small/campus media hits _____	\$ Raised _____	Phone calls made _____	Freebies _____	
Large/off-campus media _____	Ally groups notified _____	Photo petition pics _____	Games _____	
Attendance at event _____	Ally groups involved _____		Art/Visuals _____	
	Increase members' experience _____			
	• MC _____			
	• Media/Spokesperson _____			
	• Activities _____			
	• Outreach _____			
	• Follow-Up Outreach _____			
	• Fundraising _____			
	• Materials _____			
	• Space Reservation _____			
	• Public Speaking _____			
	• _____			
	• _____			
	• _____			

Remember the **Rule of Halves**. To get 50 people to show up, we need to reach out to 400 good contacts (like people on the listserv or personal contacts):

400 people on contact list /2

= 200 are reachable /2

= 100 will say “yes” /2

= 50 will show up

->If we have less than 400 good contacts, we need to do quality outreach to get 50 people or more.

Post-event assessment: Place _____ Date/Time _____

