



Tips for Planning a Community Day Event

Community events are great ways to strengthen and engage your neighborhood. They provide an opportunity to provide information, build cohesiveness, increase awareness and connect with neighbors. A successful community event should have goals. It could have numeric goals (i.e. audience turnout, funds raised, and additions to the neighborhood association) as well as non-numeric goals (i.e. to educate the community about an issue, to raise awareness, and or a celebration).

Here is some more details:

Goals – When planning an event, you should be able to state your goal clearly. All other decisions about your event should be made with this goal in mind.

Type of Event - There are many different formats for a successful event. Choose a theme that's relevant. The choice of format depends, in part, on your goal. Date, time, weather and target audience are major factors when considering the type of event. Also consider other community happenings that may be possible conflicts.

Location - Choosing the right location for your event is vital. Factors to consider when selecting a space include parking, number of expected attendees, and the distance your guests must travel to get there. Check on licensing and or permits requirements.

Budget - Having a budget will assist in setting realistic expectations as well as being organized. Create a detailed budget and be prepared for unexpected cost.

Co-host/ Co-sponsors - Working with another organization to co-host or co-sponsor your event offers several advantages. Collaboration provides a bigger pool for resources and potential attendees. Working with other organizations represents a great opportunity to build and maintain coalitions. When utilizing cosponsor(s) make sure that you have the same goals, or that their vision of the event does not conflict with yours.

Recruit Volunteers - Hosting an event takes time and energy. Consider a planning committee. The number of volunteers needed depends on the type, size and location of your event.

Marketing Your Event - Before you develop your marketing plan, define your target audience. State the goal, date, location and a contact person on the advertisement. Have fun and be creative.

*The **EVENT CHECKLIST** and **BUDGET** documents below can help you to plan your event.*

EVENT CHECKLIST

Event Name	Event Date	Event Time
Event Lead Person	Location	Rain Date
Goal/Purpose		

Budget:

Prepare proposed budget
 Identify funding sources
 Budget Approved

Completion date:

Assigned to:

Approval Date: _____

By _____

Location:

Secure/Reserve location
 Permits
 Location Approved

Completion date:

Assigned to:

Approval Date: _____

By: _____

Program Planning:

Program type
 Agenda
 Target audience
 Speaker(s)
 Volunteer assignment
 Program Approved

Completion date:

Assigned to:

Approval Date: _____

By: _____

Vendors:

DJ/Entertainment
 Photographer
 Stage
 Food
 Information
 Recreation (bouncy house, face painting, etc.)
 Government (City, WSPD, Fire, etc.)
 Vendors Approved

Completion date:

Assigned to:

Approval Date: _____

By: _____

Marketing

Press release
 Flyers
 Social Media
 Invitations
 Other: _____
 Marketing Approved

Completion date:

Assigned to:

Approval Date: _____

By: _____

EVENT BUDGET

Event		Date
Estimated Budget	Total Expenses	Monetary Donations/Sponsorship

Location	Amount Billed	Paid	Payment Date

Program	Amount Billed	Paid	Payment Date

Vendors	Amount Billed	Paid	Payment Date

Marketing	Amount Billed	Paid	Payment Date

Miscellaneous	Amount Billed	Paid	Payment Date

Donor/Sponsors	Amount Pledged	Amount Received	Date Received

Budget prepared by: _____ Date: _____