

# Event Planning 101

Twelve basic steps to follow when selecting, organizing and conducting a community event. Customize these steps to reflect your own ideas and special needs of your event, organization and neighborhood.

Content based on a Philadelphia Horticultural Society presentation to the American Community Gardening Association.

## Explore possibilities

What kinds of activities will the community support? Where is there interest and energy?



## Select an event pointperson

A group is necessary to carry out an event, but it's helpful to have one person oversee the flow of tasks and help the group meet deadlines. They will help prevent duplication of efforts and troubleshoot any issues.



## Define tasks

Determine what is necessary, and divide up the work. Possible roles include: publicity, set up, entertainment, ticket takers, photographer, food prep, information table, crafts, clean up, etc.



## Develop timetable

Work backwards from event date and break down the tasks into manageable pieces. Allow extra time for unexpected delays.



## Do it! Have a great event!

Prepare a fact sheet for planning team and volunteers. Describe each major activity, its location, time, and roles. Determine how money is collected. Provide answers to FAQs volunteers may receive, and include cell phone number of pointperson in case of emergency.



## Conduct evaluation

Soon after the event, have planning team discuss their experience. What went well, what could have been better? You may want to send a brief survey to event participants, too. Archive all planning documents for future use.



## Select the event

Does the event fit the purpose? Does the group have the capacity, skills, connections, to carry it out? Does it compliment or complicate other activities of the group?



## Form the planning team

One person cannot and should not do it alone! Everyone has skills to offer the process.



## Determine budget

What items can be donated or lent to the group, and which will you have to purchase? If possible, add some extra to budget to cushion unexpected costs.



## Recruit volunteers

Determine roles for volunteers, and be specific and personal in the ask. Recruit a couple more people than you think you'll need to allow for the unexpected.



## Clean up & give thanks

Have volunteers break down the event. Have someone involved with setup help direct how to put things back. Thank everyone in person at event and also send thank you notes after the event.



## Celebrate!

Recognize everyone for their efforts and do something fun together. Invite the volunteers, too. Good job, you did it!

