



## Event Check List

This is a suggested check off list that is applicable mainly to bigger initiatives. No matter the size of your initiative through, check through these tips and we hope this list will give you some starting points.

### **Your Idea**

This can be as simple or grand as you can think. Often the idea starts with a single thought and then from there, once you start telling people about it they will more than often offer their own suggestions which can help you a great deal in the planning stages. To help start the process get a blank piece of paper and start either writing a list of ideas or mind mapping some ideas. Either way this will help generate thoughts on what ideas could be workable.

### **Research**

This process should come in right at the beginning when you are first working with the idea. This could involve phone calls and emails for quotes, meeting people, seeing venues, working out dates, doing an estimated budget, asking people for advice and feedback, and working out if the idea is 'doable' or should be changed.

### **The Event**

From your mind mapping or list and the research you have just carried out, narrow down a realistic event that you can manage. This doesn't mean you have to tone down completely, it just means you need to make it achievable.

## **Needs**

Make list or a mind map with all the different things you can think of to run your event. This could be people, location, venue, budget, donated services, marketing and much more.

## **People**

Make another list or mind map of all the people you know that could help you run the event. Then start approaching people through your mobile, in person or online. Face to face is often a very successful method to persuasively pitch your idea. People can surprise you with help. But don't be a bully! People give because they want to give.

## **Calendar**

Mark your date and work backwards, work out what needs to be done and when and analyze if you have enough time or not. If five weeks is not enough time, give yourself two more weeks and do this before you advertise the event. This depends entirely on the event, venue bookings, logistics and the other people's schedules. The key at the beginning is to be flexible with the major influences into your event, and to set a realistic date. Not too soon and not too late. Once you have the date marked down, get-the-ball rolling.

## **To Do List**

From your lists, research and mind mapping you need to narrow down to what needs to be done and when. Everyone works differently, but often having a notebook, spreadsheet or running word document is invaluable in keeping track of all the details.

## **The Message**

Have a mock poster designed and home printed for the initial quotes and research. Once you have all the details ironed out update your poster, print it off and distribute everywhere. You can even downsize the poster to an A5 or size up to banner size that can be put in cafes, places, schools, on car windscreens and letterboxes.

## **Venue**

Once you have your event in motion, the venue needs to be booked well in advance and then check and double check that the date is still under your name!

## **Donated Services and Quotes**

Running a fundraising event means you need to keep costs at a minimum or even donated. Having a mock up poster will help with this and remember, people will give because they want to give!

## **Bookings**

Depending on the event, getting various bookings from entertainment, equipment, VIP guests or catering, make sure these people have been communicated with well in advance and before the event.

## **Prizes**

Talk to local businesses, retailers and hospitality. You never know what people will give.

## **Talk, Talk, Talk!**

Use all the methods you have at your fingertips online and offline such as your laptop, tablet, mobile, land line, email and general talking! Talk to as many people as you possibly can and spur the momentum on while doing so. People will take notice of your event because they either know you and have seen why this event matters to you or through one of the best marketing tools, word of mouth.

## **Be Creative**

Use your skills throughout the preparations and event itself.

## **At The Event**

Have a schedule with all the items that need to be completed and checked off. Allocate people to tasks and keep calm when things go wrong.

## **Be Yourself and Smile!**

You have achieved something great by dedicating your time to help raise awareness and donations for KCC. The important factor is that the event was run and people joined your event and became aware of our mission.

## Next Steps

- Decide on an event that you could run effectively.
- Send a quick email to [info@kccslumproject.org](mailto:info@kccslumproject.org) to let us know what you are planning.
- Get as many people behind your event as you can.
- Utilize social media: Facebook, Instagram, WhatsApp, and twitter.
- Talk to as many people as possible by txt, calls and meet ups.
- Word of mouth is still one of the greatest ways of getting a message out and gaining momentum.
- Have fun!