The 7 Steps to Conducting an Event

1. What is the overall primary goal?
   (a) Is it educational? Fund-raising? Organizational celebration builder?
   (b) Choose the type of event

2. Recruit the planning committee.
   (a) Planning committee should be made up of staff, board members and volunteers.
   (b) There should be at least two or more co-chairpersons to oversee the process. Decide if there should be subcommittees for program/promotion/fund-raising.

3. Create a master list and budget for each of the following areas.
   (a) Program. What are all the things that need to be done in order to hold the event?
   (b) Promotion. What mediums will you use to promote the event in order to guarantee turnout? What will be the financial costs of conducting the event?
   (c) Fund-raising. What will be the fund-raising plan in order to cover the costs or to raise money for the organization? Examples are ticket sales, raffle ticket sales, sponsors, ad book/program book, etc. How much will the fund-raising efforts cost?

4. Develop a time line.
   (a) It is important that the time line be realistic in order to allow for all of the time needed to carry out every task of the event.

5. Divide up and assign work.
   (a) Assign the task to subcommittee or individuals. When you assign a task to someone with no event experience, it is better to assign it to a three person team in order to guarantee that it happens.

6. Carry out all tasks and hold EVENT.

7. Evaluate and award volunteers
   (a) Conduct a written evaluation of the event: What went well, what went wrong and how could it be improved.
   (b) If this event is going to become an annual or repeated one, be sure that you document all of the steps in order to leave a blueprint for future guide and reference.
   (c) Recognize all of the persons- staff, board, volunteers, supporters and collaborators who worked on the event. Recognize them individually and publicly at membership meeting, in your newsletter or with a special dinner.