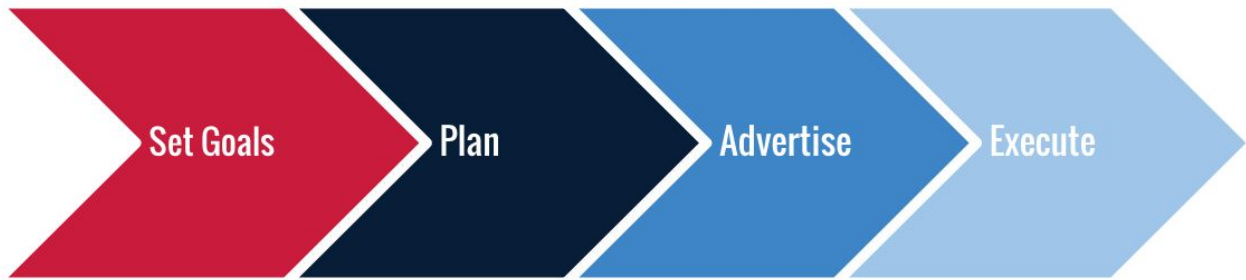




5-STAR EVENT CHECKLIST

This checklist is designed to help you organize a successful chapter event. The event planning process takes several weeks, so be sure to start early. The event planning process has four (4) key stages. A checklist for each stage is provided.



STAGE 1: SET GOALS

- What is the purpose of your event?
- What impact will your event have?
- What do you want to get out of your event?
- What does success look like to you?
- What is your expected event attendance?

Responses/Notes:

STAGE 2: PLAN

- Build a team of activists to help plan/execute the event. It is important to have at least 2-3 people who can help you complete this checklist.
- Reach out to your local TPUSA Field Director or Regional Director. He or she would be happy to help with whatever you need.
- Determine a date and time for your event.
 - Verify that the event date does not conflict with major campus events (check your school calendar).
 - Coordinate with key players (speakers, partner organizations, officers, etc.). Make sure the date works for people who need to be there.
- Request venue space for your event.
 - Pick a space that accommodates less people than you expect. A full venue is always better than an empty one.
 - Be sure that you request the space at least 90 minutes prior to your event start time so you have time to set-up.
 - If you plan to offer food, be sure that the venue allows food in the event space.
 - Submit A/V requests to your venue if applicable (microphones, etc.).
 - Send the room set-up requests to the venue coordinator (specify when/where you need tables, chairs, podiums, etc.).
- Develop an event budget. Be sure to account for:
 - Venue Rental Fees
 - A/V Rental Fees
 - Food/Beverages
 - Advertising (printing, etc.)
 - Honorariums/Travel Expenses (if you're having a speaker)
 - Materials and Supplies
- Develop a plan to raise sufficient funds. Refrain from committing to expenses you may not be able to afford.
 - Request funding from student government.
 - Request activism grants if you plan to apply for them.
- Place an order for food/beverages if you plan to offer them.
 - If ordering outside food, be sure food is allowed. Some schools require student groups to order from in-house catering.
 - Assign someone to pick-up the food if it isn't being delivered to the event.

- Assign someone to buy/bring “extras” like plates, napkins, cups, and cutlery.

- Develop an agenda for your event. Be sure to decide on the time when doors will open, the event will start, food will be served, etc.
 - Share your agenda with your team

- Consider adding security for your event (or asking your speaker(s) and your school if they require it). Security can be a large hidden cost and sometimes the school will not tell you that they require it until a few days before.

- Assign roles to your team for the day of your event. Consider assigning someone to:
 - Manage check-in/sign-ups at the door
 - Emcee/open/close the event
 - Serve food (if food is offered)

Event Date:

Event Start & End Time:

Event Location:

Expected Costs:

STAGE 3: ADVERTISE

- Create a Facebook event for the event.
 - Create a Facebook event that includes the event date, time, location, and other pertinent details. Use [Canva](#) to create graphics.
 - Invite all of your friends to attend the event.
 - Ask your officers to invite all of their friends to attend the event.
 - Email your members with a link to the Facebook event.
 - Share the event on your Chapter's Facebook page.
 - Ask like-minded organizations to share the Facebook event.

- Email your membership with weekly reminders.
 - Email your membership once per week to remind them of your event. Include a graphic with the date, time, and location so the details are easy to find.

- Reach out to like-minded groups. Invite them to attend your event and/or co-sponsor (co-sponsoring leads to higher turnout). Ask them directly to email their membership and/or mention it at a meeting.

- Ask professors to help you advertise.
 - Email the Political Science, Economics, Business, and other like-minded departments with a flyer for your event. Ask them to circulate it to students and post it in their offices/classrooms.
 - Email professors that may have an interest in your event (Political Science, etc.). Ask them if they would be willing to offer extra credit and/or encourage their students to attend. Attach a flyer with all relevant event details.

- Cover your campus in posters. Hang posters around campus on bulletin boards, walls, windows, and inside classrooms. Replace posters if they get taken down.

- Chalk your campus with event details. Cover all high-traffic sidewalks.

- Hand out flyers/table. Distribute flyers with event details to students as they walk by. This becomes more effective as the event gets closer.

- Run Facebook ads. If you have the funding, run Facebook ads to promote your event.

- Get the event posted on your SGA calendar and/or TV screens on campus. Ask SGA for access to any and all promotion avenues they may offer.

- Reach out to Greek Life on campus. Offer to give out service hours to students who help with your event.

STAGE 4: EXECUTE

- Send a day-of reminder to your email list and like-minded groups.
- Arrive early to set-up your event space.
- Test all A/V (microphones, video sound, projector quality, etc.).
- Take pictures of your event.
- Import sign-ups from your event to your chapter membership list. Email all attendees to thank them for attending.