It is important to stay organized when planning a campus event or program. Use this checklist to help you plan as well as keep track of tasks to complete. The earlier you plan, the better your event will be!

PROPOSED EVENT TITLE: ____________________________________________________________

PROPOSED EVENT DATE: _________________________________________________________

8 weeks before ENTER DATE HERE:

FINE TUNE YOUR EVENT

What kind of event is it?

- Fundraiser
- Educational/Lecture
- Entertainment (music, comedy, etc.)
- Social Gathering
- Workshop/Training
- Other

What is the main goal of your event?

How will it benefit TC3 students? Why will they want to come to the event?

Is this a duplication of another campus event?

What are some possible risk or liability issues?

Does your ideal date conflict with anything else?

Who is your target audience?

- TC3 students that:
- Faculty members that:
- Community members that:

7 weeks before ENTER DATE HERE:

GET INTO THE DETAILS

Are you contracting with a performer for the event? □YES □NO

If yes, get a copy of the contract for planning purposes only. TC3 students CANNOT sign contacts. Have a preliminary conversation about cost, travel arrangements, audio visual needs, etc. to help with your planning process.

Who are some potential partners? Can we build a coalition around this event?

Potential Collaborators:

What is the budget for this event?

Use the attached budget planning checklist to see how much you need to request & how much you need to fundraise!
## EXPENSES

<table>
<thead>
<tr>
<th>Category</th>
<th>Fee: $________________________</th>
<th>Hotel: $________________________</th>
<th>Transportation: $________________________</th>
<th>Cost Estimate: $________________________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performer/Speaker</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food</td>
<td>How many people do we expect?</td>
<td>What food will we serve?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Get estimates from American Food &amp; Vending.</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decorations &amp; Set-Up Supplies</td>
<td>How are we going to decorate?</td>
<td>What can we borrow?</td>
<td>What do we need to purchase?</td>
<td></td>
</tr>
<tr>
<td>Film/Play/Other License Fees</td>
<td>Fee: $________________________</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising</td>
<td>How are we going to advertise?</td>
<td>Will we print flyers?</td>
<td>Postcards? Table tents?</td>
<td></td>
</tr>
</tbody>
</table>

## INCOME/FUNDING/REVENUE

<table>
<thead>
<tr>
<th>Category</th>
<th>Yes</th>
<th>No</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are we selling tickets?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>If yes, how much?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do we have fundraised dollars?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>If yes, how much?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are we asking for funds from SGA?</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## TOTALS:

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenses</td>
<td>$______</td>
</tr>
<tr>
<td>- Ticket Sales</td>
<td>$______</td>
</tr>
<tr>
<td>- Fundraising</td>
<td>$______</td>
</tr>
<tr>
<td>Total</td>
<td>______</td>
</tr>
</tbody>
</table>

*This is the amount we need to ask for from SGA.
### 3-6 weeks before

**ADVERTISING:**

Who is going to be in charge? ______________________________

Have we:
- Made a flyer/table tent/postcard?
- Made a Powerpoint slide for the LCD screens?
- Made a Facebook event and invited our networks?
- Are we going to invite certain target audiences? Do we have invitations?

**EVENT LOGISTICS:**

Note: If the event is new, or complex, or will require security—setting up a meeting with the Student Activities Office in the 3-6 week before time frame will really help!

Who is going to be in charge? ______________________________

Have we:
- Reserved the space we need for our program? (email: slocumr@tc3.edu)
- Decided on the room set-up and audio visual needs for the event?
- Confirmed that our advisor or other chaperone is available for the event?
- Ordered food for the event from American Food & Vending?
- Started to fill out the required Student Activities Program Proposal form? Funding form?

**COLLABORATORS:**

Who is going to be in charge? ______________________________

Have we:
- Met with other clubs or campus departments to plan out the collaborative elements?
- Provided the resources that our collaborators need?

**EVENT STAFF & VOLUNTEERS:**

Who is going to be in charge? ______________________________

Have we:
- Decided how many volunteers we need for the event set-up? # ________________
- Decided how many volunteers we need during the event? # ________________
- Decided how many volunteers we need for the event clean-up? # ________________
- Decided what our volunteers are going to wear?
- Developed a volunteer recruitment plan?

**TICKET SALES & TABLING:**

Who is going to be in charge? ______________________________

Have we:
- Reserved a table for selling tickets or to promote the event?
- Recruited volunteers to staff the table?

### 3 weeks before

**MOST IMPORTANT DEADLINE:** Have you submitted your PROGRAM PROPOSAL AND PROGRAM FUNDING FORMS?

(Forms are available online or at the Student Activities Office. 3 weeks is the deadline, but we'll always take them early!)
MASTER LIST OF LAST MINUTE TASKS! Here are a few starter items. Complete the list with your additional tasks.

- Confirm final number of guests/participants for food and planning purposes.
- Ensure that all financial paperwork and backup documentation is turned in to Student Activities.
- Confirm with your speaker. Send directions. Confirm hotel and transportation. Confirm the check is cut to pay the speaker.
- Purchase all supplies and decorations for the event.
- Finalize the event program. Do you have an event script? Speaker bio & introduction? Event schedule finalized?
- Send an email reminder to all event volunteers with details, expected tasks, and required attire.
- Confirm room set up and Audio Visual needs with Student Activities.
- Create any signs needed for the event. (Welcome signs, directional signs, etc.)
- Confirm with your advisor/chaperone. Get emergency contact information for your advisor.

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ALL YOUR PLANNING PAYS OFF TODAY!!!!

- Pick up/Greet performer.
- Secure cash-box for at door ticket sales or money collection.
- Arrive early to set-up the room and give direction to volunteers.
- SMILE! HAVE FUN! You’ve earned it!

____________________________________________________________________________________________________

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YOUR WORK IS NOT QUITE OVER!

- Send thank you letters to your advisor, college staff, the performer, and all event volunteers.
- Submit any receipts or after event payment needs to Student Activities.
- At your next meeting, complete an event evaluation form. Use the one provided in this packet.
- Create a binder/folder with all the event materials to pass on for next year’s club officers.

____________________________________________________________________________________________________

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**Event Evaluation**

Mark an ‘X’ on the line for your overall event rating.


**ANSWER THE FOLLOWING QUESTIONS AT A CLUB MEETING NO LATER THAN 1 WEEK AFTER THE EVENT.**

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did we meet our event goals?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Did we meet our budget? Did we turn in paperwork to Student Activities on time?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Did we have enough volunteers for the event? For set-up and clean up?</td>
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</tr>
</tbody>
</table>

**TOP 5 THINGS WE DID THE BEST AT FOR THIS EVENT.**

1. _____________________________________________________________________
2. _____________________________________________________________________
3. _____________________________________________________________________
4. _____________________________________________________________________
5. _____________________________________________________________________

**TOP 5 THINGS WE NEED TO CHANGE FOR NEXT TIME.**

1. _____________________________________________________________________
2. _____________________________________________________________________
3. _____________________________________________________________________
4. _____________________________________________________________________
5. _____________________________________________________________________

**Would we do this event again?**

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

**How did this program allow us to grow as a group, as leaders, and as officers?**

| Did we present a professional program? How did we enhance the image of our club through this program? | Record the attendance at the event here: ___________________ |
| did we get our anticipated attendance? Did we advertise the best we could? Do we need to change any strategies? | Did we get our anticipated attendance? Did we advertise the best we could? Do we need to change any strategies? |