

## EVENT CHECKLIST

The key to a successful event is planning in advance. Use this checklist as a guide and in no time you'll be on your way to hosting successful events that create positive change!

### Pre-event (3-4 weeks before event)

- Decide on the campaign and related goals for your event. This will help you plan the type of event you hold. It could for instance be a primarily an information sharing event, an event to boost numbers around a particular campaign call-to-action, a fundraiser, or all of these. (Remember to check out any supporting Oxfam campaign materials for hints and tips.)
- Develop a budget including possible costs and any fundraising you might do.
- Source funding/grants and contact any potential sponsors. Consider if it's appropriate to raise funds *during* your event too: perhaps from existing supporters or others that attend your event.
- Book a venue, date and time.
- Notify the community campaigner in your state about your event.
- Develop a promotional plan for advertising the event (e.g. social media, flyers etc.)
- Confirm, and then advertise for, the group members and other volunteers you'll need to help run the event.
- Engage other groups for cross-promotion. Are there other like-minded groups in the area that could you get on board?
- Contact your local newspaper and relevant media outlets and see if they can promote or cover the event.
- Think about competitions you might want to hold including any prize giveaways.
- Gather/order any extra resources you may need from your community campaigner or Oxfam office.
- Check what campaign materials are available for your event; petitions, posters, banners, sign-up sheets stickers, postcards, etc.

### 1 week before event

- Confirm availability of all volunteers.
- Confirm the venue: including date and time. Make sure it will have the audio-visual or other equipment to screen videos, play music, access the web, etc as required.
- Push out any final communications.
- Put together a float and money box if selling items or fundraising.
- Make sure you have all the materials and resources you need including cameras, sign-up sheets, pens and clipboards.
- Consider your volunteers' needs and prepare snacks, drinks, sunscreen and other necessities as required.
- Decide on who is going to introduce your event and provide the Acknowledgement of Country.
- Print out any forms, petitions, sign-up sheets, etc.
- Buy blu-tac or other adhesive to put up posters and signs at your event.

### Post-event

- Thank everyone where you can. Send an email thank you to everyone involved too including volunteers, members, sponsors and any other key contributors to your event.
- Collect your membership sign-ups and put them into your membership database.
- Send a welcome email to new members.
- Upload your photos on Facebook and other social media.
- Send a shortlist of good photos as hi-res jpg files to your state Community Campaigner. (Include captions detailing the name of the photographer, who is pictured and a short explanation of what's going on in the picture.)
- Celebrate the success of your event at your next team meeting!
- Fill out the event evaluation form online.