

Event Planning 101

HOW TO PLAN A WELL-ORGANIZED EVENT

2-6
MONTHS

Task

- Identify event staff lead and/or committee
- Brainstorm purpose, goals and audience of event
- Establish budget
- Decide event date
- Secure venue for event
- Request Seattle Parks Foundation provide Certificate of Insurance (if necessary)

Deliverable

- Draft budget Agreement from Department Representative

6
WEEKS

Task

- Secure caterer (if necessary)
- Request speakers (if applicable)
- Create invitation and invite mailing list for review by SPR and ARC
- Send invitations (AND post event online)

Deliverable

- Signed vendor contracts – coordinate with your Department Representative as SPR is usually the signer
- If you intend to invite donors, please ask ARC Development for donor contact lists
1-2 weeks in advance of when invites are scheduled to be sent

4
WEEKS

Task

- Co-plan with your Department Representative
- Track RSVPs
- Alert SPF and ARC if you would like us to consider your event for potential promotion on social media and through our eNewsletter
- Secure banquet permit if needed

Deliverable

- eNewsletter



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2
WEEKS

Task

- Send invitation follow up (if necessary, i.e. low RSVPs)
- Share online again or in different places, including e-newsletters and ask your supporters or fellow Advisory Councils to reshare
- Finalize program details
- Get event supplies (ie. name tags, flyers/posters, swag, decorations, audio/visual, etc.)
- Alert ARC staff if you need some donation envelopes for your event

1
WEEK

Task

- Send event reminder to confirmed attendees (include date, location, directions, parking instructions, attire, etc.)
- Research attendees and make sure each volunteer lead on your committee is assigned to speak to/thank the guests for coming

AFTER
EVENT

Task

- Send event attendee thank you and any follow-up materials
- If applicable, share event photos or links to online photo albums on ARC and SPR social media pages
- Tell us how it went! We love to hear about your great work in the community!
- Do you have a great image, quote, or memory to share? Send it over to julian.baet@seattle.gov

Deliverable

- None!

Note!

This document is another great resource from Seattle Parks Foundation on how they plan internal event..



Adapted from
Seattle Parks Foundation

Events are most successful (and less stressful!) when you have a checklist of all the tasks to get done before and after your event. Take it week by week, try not to get behind or get too far ahead. While some events require different steps, the above information is a general timeline of what we need from you to support your great work and what you will need to plan to make this event a success.

Event Planning 101

Resources for planning and organizing an inclusive event that represents your cause, gains supporters, and celebrates your mission and goals.

Planning

- [Creating Online & In-Person Events with a Sense of Place: A Conversation with Juliet Kahne from Project for Public Spaces](#)
- Plan for Land Acknowledgement:
 - Find out whose land you're on - [Native Land Map](#)
 - [A Guide to Indigenous Land Acknowledgment](#)
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Accessibility

- [A Guide to Planning Inclusive Events, Seminars, & Activities from Syracuse University](#)
- [8 Ways to Make Fundraising More Accessible for People with Disabilities](#)
- [How to Plan Events That Prioritize Accessibility](#)

Fundraising at Events

- [How to Digitally Transform Your Fundraising Event with Classy Live](#)
- [How to Increase Your Donor Retention Rates with Virtual Events from Virtuous](#)

Planning a virtual event?

The planning is almost entirely the same! View an example of a virtual event that Seattle Parks Foundation hosted in November of 2021 [here](#).

This event was intended to bring our community together and celebrate our partners with new videos that shared their stories. We had partner participation with presentations in breakout rooms and discussion concerning issues around green space accessibility, climate, recreation, and restoration.

This was considered a cultivation event but also intended to steward support for participating partner projects.

