

Event Planning Guide

It is going to take *all of us* to make a lasting impact on the issues you have taken on in your project. In your work, you may encounter people who say, “What do I possibly have to give to this cause?” You may even feel this way sometimes yourself. The answer is **there is *always* something you can give**. In fact, it takes different gifts at different times to achieve your goal. These “gifts” fit into three categories:

Time

Time is a gift you have already started giving by going through this guide. The time it takes to organize your friends, make flyers, and gather signatures is a precious resource. You are making a powerful statement by choosing to give your time to the project you have taken on. There are countless things you could be doing, *but you are doing this*. *Time* is always appreciated. *Time* is always needed.

Talent

This is the gift most often overlooked. The trick is to identify your own talents and match them to what is needed in addressing global issues. For example, you may be able to draw really well. Why not lend that talent to creating a poster for your next NGC team event? Do you know someone who is a very skilled public speaker? Recruit him or her to join your next meeting. When you put together a talent show at your school to raise money for a project, think of all of the amazing people you know who can sing, dance, act...

Don't forget the talents that often go unnoticed. Are you talented at being organized? Planning events? Hosting parties? Making charts? Believe it or not, all of these are needed to tackle global challenges.

Resources

“Resources” is another way of saying money or *things* that can be given to the project. It doesn't necessarily mean what's in your own pocket, either. It is a way of recognizing that any movement takes things and money to get it off the ground. ***Who could you convince to support you in this way?*** One NGC team member had a friend who had a parent who worked at a fabric store. That fabric store donated yards of red ribbon to be sold at an event. It raised the group over \$100.

The following pages of this Event Planning Guide include a number of suggestions and tools in order for your team to successfully implement a number of F.A.C.E. events. This guide will cover a lot of information. No really we mean it, A LOT!!! You're not going to be able to take it all in at once. Instead, this document is intended to provide you a reference of ideas on how exactly a new global citizen approaches planning events. Refer to it at anytime. You might want to print out some of the pages that you'd really like to try and share with others at an upcoming NGC team meeting. AND, if you're looking for the short version of event planning, commit these basics to memory . . .

Event Planning: “The Basics”

Step One: Imagine

The best events started in someone’s head. Once that was shared with another person or group, it was improved upon. “Imagining” a great event doesn’t mean it has to be a huge event. Even the best small gatherings should start this way. Ask yourself and your team: *What do we want to accomplish with this event? How should people feel while they are there? What should the event sound like? What would be the ideal space for us to hold this event?*

Step Two: Equip

After you have spent time imagining, it’s time to deal with the nuts and bolts of your event. List all of the materials you will need to make it a reality, including space, flyers for publicity, decorations... but don’t forget the details like name tags, pens, clipboards, tape, and all of those little things that hold an event together.

Step Three: Budget

Assign a price tag to each of the supplies you have listed. Is the total something you can afford? Even if it is, could you do it for less money? Could you get someone to donate specific things or loan you equipment to cut the cost down? Spend some time getting that budget total as far down as you can without sacrificing the potential greatness of your event. In the Fundraising section of this guide, you’ll find an example of a template that you may use to budget for any of your F.A.C.E. events.

Step Four: Delegate

For a lot of team leaders, this is the hardest step. Being a good leader in large part depends on this step. Can you assign tasks and make people feel like they “own” a piece of the event? Can you trust others to make decisions about specific aspects of the event? Take every task, big or small, and find someone to be responsible for it. Make sure there are deadlines attached to each and that teammates are doing their best to stick to those deadlines.

Step Five: Check-in

Can you keep communication flowing throughout the team so that they have all of the latest information? This is crucial to planning a great event. Make sure you hold regular check-ins as a team and that the right people are talking to each other. Are those in charge of decorations talking to the ones in charge of finding the space? Also, make sure your team hears from you regularly! Via email or Facebook, share challenges and successes all along the way.

“The Basics—” Continued...

Step Six: Walk-through

Would you put on a play without rehearsing or share the script with only some of the actors? Treat your event the same way. Everyone needs to know what is expected on the day of the event.

Step Seven: Enjoy!

Plan well so everyone can enjoy the event. Of course, there will always be a glitch here or there, but you'll be prepared for that. Don't forget that your event is not finished until you have thanked and acknowledged all of the people who helped make it happen.

But don't start your events without first defining what exactly you're working towards—if you haven't yet done so, go back to the F.A.C.E. Goals section of the New Global Citizens Online Training to create and then submit all your team's goals!

In conclusion, we're sure you have many fabulous event ideas we've never heard before. Hold a meeting to find out what seems like the best events for your team. Be sure to consider how much time, energy and preparation each will take. And most importantly, consider the skills that each member of your group has and how you might be able to use them to strengthen your events. Good luck and let us know what you're planning—And remember: Be creative, some of the most effective events start out as somebody's “crazy” idea.