



## **Voices for Vulnerable Children Event Planning Guide**

With a few basic tools and resources, you can plan a successful event to raise awareness about the issues facing orphans and vulnerable children and motivate others to help. By speaking out on behalf of vulnerable children, teaching people about the scope of the crisis, and taking action with your friends, family, co-workers and community, you are helping to improve the lives of children in need. We appreciate your enthusiasm for this cause and want to support you in your efforts. We hope the following guide will help you plan a successful and inspirational event.

### **In this Guide:**

- Determine your Goals and Mission
- Choose your Event
- Promote your Event
- Create a Budget
- Check List for Event Planning

### **Goals and Mission:**

From the start, make sure that you have chosen a clear purpose for your event, whether the purpose is education, awareness-raising, or fundraising. Which audience do you want to reach with your event? Do you want them to take a specific action afterwards or simply learn more? A clear goal will help inform your strategy as you begin to plan the event. Once you have determined the goal, recruit others to help with the planning and implementation. You may find that students, teachers, and faculty advisors can all contribute to the success of an event in different ways.

### **Choose Your Event:**

After defining your goal and mission, determine which type of event would help you accomplish your goal. Remember that different events are different sizes, but when it comes to local action and building awareness, the more people the better. Below is a list of possible events that you could plan to help you achieve your goal.

### **Rallies and Marches**

Rallies and marches are an effective way to bring communities together and build solidarity around an issue, as well as raise awareness. Rallies and marches work best with large groups and often require permits. Make sure to work with your local government to apply for permits and discuss any law enforcement presence. This is also a good opportunity to distribute materials and recruit individuals to speak about issues affecting orphans and vulnerable children in front of a wider audience.

### Educational Events

Educational events can be a powerful way to teach others about the issues affecting orphans and vulnerable children. Consider hosting a speaker or sharing a power point presentation and distributing materials. Make sure to share stories about individuals personally affected by these issues as a way to help people connect with the subject.

### Fundraising Events

A fundraising event can be anything from a house party to a walk-a-thon. The more creative you are, the more interested people will be in participating. You might consider asking a local band to give a concert at your school or host a fashion show and donate the proceeds to Voices for Vulnerable Children.

### **Promote Your Event:**

Spread the word about your event on Facebook and MySpace or send out email invitations through [www.evite.com](http://www.evite.com). In your neighborhood and at school, post flyers from our “Campaign Tools” page or create your own. Ask your school, house of worship, and any other organization you are a part of to help you publicize your event through bulletins and newsletter announcements both in mailings and online, verbal announcements during meetings, and flyers. You can also advertise in your local newspaper and on local radio stations to help spread the word.

### **Create a budget**

First, determine the overall budget for your event and then decide how much you will spend on advertising, food, entertainment, etc. and whether or not you will sell merchandise to cover the cost of the event. It is not always necessary to spend much money for a successful event—the time and work you contribute will be the most important!

### **Checklist for Planning your Event**

#### **1-2 Months Before**

- Decide event purpose (raise funds, visibility, etc.) and date of event
- Visit potential sites
- Research/appoint an event coordinator/manager
- Research/select committees and chairpersons
- Get cost estimates (site rental, food/drinks, sound/lights, etc.)
- Draft an initial budget

\_\_\_ \_\_\_ Decide on admission cost

\_\_\_ \_\_\_ Develop a list of potential speakers. To request a speaker from Voices for Vulnerable Children, email [voices@worlded.org](mailto:voices@worlded.org)

### **4-5 Weeks Before**

\_\_\_ \_\_\_ Prepare message for flyers, evite, invitations, announcements, etc.

\_\_\_ \_\_\_ Print invitations, posters, tickets, etc.

\_\_\_ \_\_\_ Secure permits if necessary

### **3 Weeks Before**

\_\_\_ \_\_\_ Sent out invitations and/or evite

\_\_\_ \_\_\_ Distribute posters and flyers

\_\_\_ \_\_\_ Place announcements and/or advertisements with local groups

\_\_\_ \_\_\_ Review/finalize budget, task sheets and tentative timeline

\_\_\_ \_\_\_ Secure vendors for food, entertainment, audio-visual equipment if necessary

### **1 Week Before**

\_\_\_ \_\_\_ Confirm volunteers and speakers

\_\_\_ \_\_\_ Confirm setup and tear down times with volunteers if necessary

\_\_\_ \_\_\_ Confirm vendors if necessary

\_\_\_ \_\_\_ Meet with chairpersons, key staff to finalize any of the above

\_\_\_ \_\_\_ Organize educational materials/multimedia

\_\_\_ \_\_\_ Chair to call/meet with all committees for last-minute details

\_\_\_ \_\_\_ Hold training session with volunteers

\_\_\_ \_\_\_ Secure two or three volunteers to assist with emergencies

\_\_\_ \_\_\_ Schedule pickup or delivery of any rented or loaned equipment

\_\_\_ \_\_\_ Distribute additional fliers

\_\_\_ \_\_\_ Schedule volunteer assignments for day of event

\_\_\_ \_\_\_ Establish amount of petty cash for merchandise if necessary

### **Event Day**

\_\_\_ \_\_\_ Arrive early

\_\_\_ \_\_\_ Unpack equipment and supplies and make sure nothing is missing

\_\_\_ \_\_\_ Check with volunteers to make sure all tasks are covered

\_\_\_ \_\_\_ Setup tables for materials

\_\_\_\_ Take time afterwards to reflect on the event and evaluate the challenges and successes

If you need help planning your event, please contact [voices@worlded.org](mailto:voices@worlded.org) for advice.