A GUIDE TO OUTREACH EVENT PLANNING

Welcome to Elevation Outreach event planning! By opening this guide, you want to become an expert in planning an outreach event.

What are some necessities for you to use this document in the best way?
1. You must be the individual planning the details of the event.
2. You must know how you want the event to unfold.
3. You must know the organization that you want to work with.

What do you do now? To plan your event, follow the steps below.

1 UNDERSTAND THE NEED OF THE ORGANIZATION.

1. Every organization should have a designated Volunteer Coordinator (or similar staff person). We’ll refer to this person as the organization contact.

2. Reach out to the organization contact to understand his/her need. Allow the organization contact to explain the services required to meet his/her goals.

2 DETERMINE IF THE EVENT IS APPROPRIATE FOR A VOLUNTEER WORKFORCE.

1. After meeting with the organization contact and before planning the event, ask yourself these questions:
   • Can this project be performed by a volunteer work force?
   • Will the event provide enjoyable and meaningful work?
   • Would you want to participate in the event as a volunteer?

If you can answer “Yes” to all of the questions above, the event is worth looking in to!

3 OUTLINE THE BASIC INFORMATION FOR THE EVENT.

1. Open the attached document, entitled “Event Planning Template.”

2. Every event will have the same basic information requirements (like a start and end time).

3. Fill out Section 1 - Basic Information (it should look like the screenshot below).

► CLICK TO DOWNLOAD YOUR EVENT PLANNING TEMPLATE
DEVELOP THE DETAILS OF THE EVENT.

1. Fill out Section 2 - Cue Sheet of the “Event Planning Template” (when opened, it should look like the screenshot below). By doing so, you’ll develop the intended flow and required resources for your event.

2. Questions that you’ll want to answer before filling out this sheet:
   - What will the end result of my event be if it’s “successful?”
   - How many people am I serving?
   - How many people will be volunteering?
   - What types of activities should I plan to engage my volunteers appropriately?
5 **FINALIZE THE DETAILS OF THE EVENT.**

1. Now that the event has structure, **finalize the information in Section 3, 4 and 5** of the “Event Planning Template” (when opened, it should look like the screenshot below).

- **Section 3 - Developing Details**
- **Section 4 - Project Resources: Items to Purchase**
- **Section 5 - Elevation Resources: Items to Borrow**
COMMUNICATE WITH THE ELEVATION OUTREACH CORE TEAM TO CONFIRM THE PROJECT.

1. Save the “Event Planning Template” as follows: “Organization - Event Name - Event Date.”

2. Send an email to outreach@elevationchurch.org, kferlic@elevationoutreach.org and jwaldron@elevationoutreach.org (see screenshot below).

3. Ensure that the email contains the following items:
   - A subject with the title “New Outreach Opportunity: Organization - Event Name - Event Date”
   - An email body with a list of the individuals that helped plan the event with their contact information
   - Attach any background checks/waivers/other forms that accompanied the “Event Planning Template” for that organization’s event

![Email Example](image-url)