

# 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\*\*](#)

Section 1 - Basic Information		INSTRUCTIONS
What will we be doing at the event?		Type information into box.
Event Title:		Type information into box.
Category:		Select from drop-down.
Date:		Type information into box.
Setup Time:		Select from drop-down.
Start Time:		Select from drop-down.
End Time:		Select from drop-down.
Event Description for the Website:		Type information into box.
Org Contact Email:		Type information into box.
Organization:		Type information into box.
# of Volunteers:		Select from drop-down.
Are we providing food for the volunteers?		Select from drop-down.
Is the event at org's main facility?		Select from drop-down.
Event Address:		Type information into box.
City:		Type information into box.
State:		Type information into box.
Zip:		Type information into box.

## 4 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?

Section 2 - Cue Sheet									
Date: 8/31/13		Instructions:							
Setup Time: 8:00 AM	1 Input a "Start Time:" for the Activity #1								
Start Time: 8:30 AM	2 Tab to the next cell - input an "End Time:"								
End Time: 10:00 AM	3 Tab to the next cell - input an "Activity Name:"								
4 Tab to the next cell - input brief (but specific) instructions for those served during this activity									
5 Tab to the next cell - input the number of those served expected for this activity									
6 Tab to the next cell - input brief (but specific) instructions for volunteers during this activity									
7 Tab to the next cell - input the number of volunteers needed for this activity									
8 Tab to the next cell - input the equipment needed for the activity									
9 Tab to the next cell - input set up instructions for the equipment needed for the activity									
Population to Be Served - Information			Volunteer - Information			Resource Information			
Activity #:	Start Time:	End Time:	Activity Name:	What will they do during this time?	# Served:	What will volunteers do during this time?	# of Vols:	Equipment:	Set Up Instructions:
Example	8:00 AM	8:30 AM	Arrive/Cost Vision	Guests will begin to arrive at the shelter at approximately 8:20 AM.	20	Volunteers will listen to the host cast vision and prepare to serve breakfast.	5	None	None
Example 2	8:30 AM	11:30 AM	Serve breakfast	Guests will obtain their drinks and silverware themselves. Once they are done, they'll get in line to be served.	20	Volunteers will work in the kitchen to prepare and bring food out to the dining area as well as work in the assembly line preparing breakfast plates.	5	Gloves, aprons, plates, serving utensils, prepared food	None - completed by the organization
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									

## 5 FINALIZE THE DETAILS OF THE EVENT.

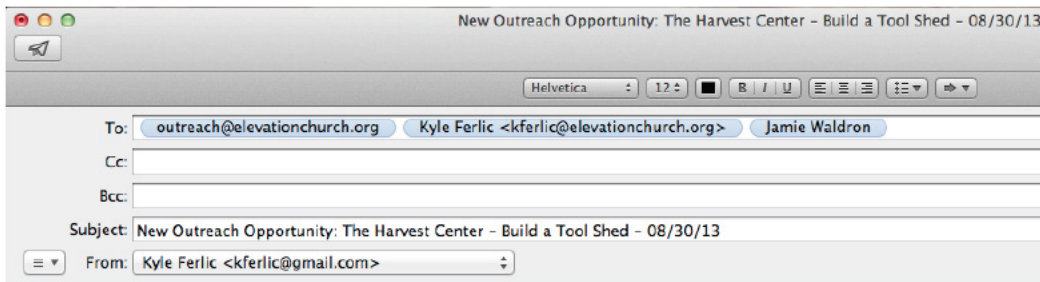
1. Now that the event has structure, **finalize the information in Section 3, 4 and 5** of the "Event Planning Template" (when opened, it should look like the screenshot below).

- Section 3 - Developing Details
- Section 4 - Project Resources: Items to Purchase
- Section 5 - Elevation Resources: Items to Borrow

Section 3 - Developing Details					
Is it campus specific? What campus?	<input type="text"/>	What campus?	<input type="text"/>	Select from drop-down.	
Do you need a project manager?	<input type="text"/>			Select from drop-down.	
Is the event family friendly?	<input type="text"/>			Select from drop-down.	
Is a background check/waiver required?	<input type="text"/>	Waiver attached?	<input type="text"/>	Select from drop-down.	
Are there any age restrictions?	<input type="text"/>	Children older than:	<input type="text"/>	Select from drop-down.	
Where can the volunteers park?	<input type="text"/>				Type information into box.
Section 4 - Project Resources: Items to Purchase					
Outline every resource (from project needs to tools) that have a cost associated with the project.					
1 Fill in the "Item" box with the item that you need to purchase					
2 Tab to the next cell - fill in the "Optimal Vendor/Website" box with the place of purchase					
3 Tab to the next cell - input the quantity of the item to purchase from that vendor/website					
4 Tab to the next cell - input the cost of one unit of the "Item" (the total cost is automatically calced)					
5 Do this for every item that needs purchased (one row per item)					
	Item	Optimal Vendor/Website*	Quantity	Unit Cost	Total Cost
1					\$0.00
2					\$0.00
3					\$0.00
4					\$0.00
5					\$0.00
6					\$0.00
7					\$0.00
8					\$0.00
9					\$0.00
10					\$0.00
<b>TOTAL COST</b>					<b>\$0.00</b>
*An optimal vendor has the best balance between quality and cost. Quality is the first priority.					
Section 5 - Elevation Resources: Items to Borrow					
List any resources that Elevation can provide (i.e., a box-truck, cooler, signage, etc.)					
1 Select an item to borrow from the drop-down under "Item"					
2 Tab to the next cell - input the quantity of the item to borrow					
	Item				Quantity
1					
2					
3					

## 6 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



Hey Outreach Team!

Here is my event planning template for building a tool shed at the Harvest Center. To plan the project, I worked with the following people:

1. Greg Lee - 704.704.7047 - [glee@theharvestcenter.org](mailto:glee@theharvestcenter.org) (Project Manager)
2. Michelle Nievar - 803.803.8038 - [mnievar@yahoo.com](mailto:mnievar@yahoo.com) (Organization Contact)

It will not require any background checks or waivers for the volunteers to sign. If you have any other questions, just let me know!

Kyle