

DUKE ALUMS ENGAGE

Planning and Executing an Event

Define the project with your partner

- What will the volunteers do? How many do you need or expect?
- Define the appropriate volunteer audience (families? adults only?)
- What is the date and duration of the project? Will the event be ongoing?
- Will there be an educational component? If so, how will it be incorporated?

Set expectations for the planning committee, volunteers and partner

- What does your partner hope to accomplish?
- What does the planning committee hope to accomplish?
- How will this impact the target community?
- How will the event benefit alumni participants?
- How will you measure success?
- What resources are available to the planning committee and partner?
- Define who will provide what (planning committee and partner)
- What will be the frequency and type of contact with the partner? (e-mail? meetings?)
- Do you need to raise money or find other resources? If so, how will you do this?

Draft a project plan and implementation timeline

- Plan how to implement the projects to meet all expectations
- Outline goals and resources (needed and available)
- Assign responsibilities to planning committee members
- Create a timeline for key tasks and the person responsible

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- Identify possible expenses and develop a budget (food, materials, publicity, T-shirts, etc.)
- Develop a contingency plan in case of rain (outdoor events)
- Devise a marketing/publicity plan
- Outline reflection component

Gather participants

- DAA will send save-the-dates, invitations, and collect RSVPs
- Use local club social networking and other communication tools
- Announce event at other local club events
- DAA will provide permission forms to authorize sharing of e-mails and photos

Prepare for the event day

- Confirm details with partner
- Send reminder e-mail to participants with contact and meeting place/time information (cell phone numbers, link to map), and advise as to attire (boots, jeans, work gloves)
- Recruit volunteer team leaders (photographers, check-in, clean-up, etc.)
- In difficult to find locations, have a volunteer team leader post signage leading volunteers to final meeting location
- Pack volunteer lists, logistics information, name tags, markers, digital cameras

Follow up

- Measure success; identify challenges, strengths, and weaknesses
- Identify potential planning committee members for next year
- What can you do to improve the event for next year?
- Send thank you notes to partner, sponsors, volunteers, and participants