

Event Planning Checklist for Organisers

1. Pre-Event Planning

- ☐ **Define event goals and objectives:** Clarify the purpose of the event and desired outcomes. See DRCSAS Toolkit and website for information to support this.
- ☐ **Decide if you need a team:** Do they have defined roles and actions? Are you having regular meetings/phone calls etc. that need to be put in diaries?
- ☐ **Establish a budget:** Outline estimated expenses and income. Is this in itself a donation or will you be expecting to use some of the income generated to pay for the cost?
- ☐ **Select a date and time:** Consider factors like public holidays, venue availability, the lovely British weather, and target audience schedules etc.
- ☐ **Choose a venue:** Research and book an appropriate location. If your event is online, do you have the appropriate IT and wifi access – and do those also attending?
- ☐ **Risk Assess:** This checklist will help you form elements of the Risk Assessment needed, however there are practical measures you will need to consider such as Fire, First Aid, Food safety, Alcohol rules, Behaviour standards, Noise pollution, Health and Safety, Staffing levels, Disabled access, Toilet availability and cleanliness, Rubbish management, Vendor safety and Insurance etc.

2. Logistics

- ☐ **Create a timeline:** Develop a schedule with key deadlines.
- ☐ **Secure permits and licenses:** Obtain any necessary permissions for the event. If you are running events in Devon contact: www.devon.gov.uk and for Torbay contact: www.torbay.gov.uk
- ☐ **Arrange for insurance:** Ensure adequate coverage for liabilities. Guidance can be found here online via the Fundraising Regulator – www.fundraisingregulator.org.uk
- ☐ **Set up ticketing:** Create a system for selling and distributing tickets. There are free services such as Eventbrite, however you might be comfortable enough with people on social media saying whether they are planning to attend etc.
- ☐ **Handling money/Funding:** Decide on and create the necessary processes for collecting money. Ensure that money is not left anywhere, that people's personal information is kept safe at all times. Where appropriate, you might want to collect funds as the event takes place, so you can give instant feedback to those attending.

3. Marketing and Promotion

- **Develop a marketing plan:** Define strategies for promoting the event. Target audience, timeline, where you will advertise? How can people get in touch? Do you want people to get in touch or comment? See the toolkit for suggestions.
- **Design promotional materials:** Create posters, flyers, and digital assets. See examples/suggestions.
- **Launch a website or event page:** Provide details and updates for people to easily access online. This might not be necessary but might help to manage the ‘correspondence’ and keep it separate from your personal correspondence – you may wish to share the administrative responsibilities also.
- **Utilise social media:** Promote the event across various platforms.
- **Engage with media:** Reach out to local press and influencers for coverage. See toolkit for guidance on this and if you would like someone from DRC to attend or get involved, please contact fundraising@devonrapecrisis.org.uk
- **Consent to use photos/films:** Do you need to gain consent from people to use their images for reports, social media, future event promotion etc. Consider asking people on arrival whether they mind being photographed.

4. Attendee Management

- **Send invitations and Confirm RSVPs:** Reach out to potential attendees and VIPs and keep track of responses and follow up if necessary. As mentioned above however, you might decide that you won’t need to track who plans to attend – especially if the event is a public event in a public space.
- **Prepare registration materials:** Organise badges, lanyards, and attendee lists. Consider parking and whether you need to keep a record of car registrations.
- **Set up on-site registration:** Ensure a smooth check-in process. Consider whether you use a digital registration or a paper record – what details you need to capture, ensuring details are always kept safe and confidential.
- **Emergencies:** Do you need a First aid area, tannoy to communicate with people, fire assembly point?
- **Activities:** Are there specific rules that attendees need to follow to access the activities on offer? Are these advertised?

5. Event Day Coordination

- ☐ **Brief staff and volunteers:** Provide roles, responsibilities, and schedules. Ensure all staff know who to contact in an emergency.
- ☐ **Test equipment:** Check audio-visual and other technical setups.
- ☐ **Set up the venue:** Assess the space for any changes since you last saw it and deemed it suitable to use. Arrange seating, decorations, and signage.
- ☐ **Coordinate with vendors:** Ensure timely delivery of services and products. Consider regular check-ins with them during the event.

6. Post-Event Activities

- ☐ **Conduct a debrief:** Review the event's success and areas for improvement. Thank the involved in person and give them an immediate opportunity to reflect on the day.
- ☐ **Send thank-you notes:** Acknowledge attendees, staff, and sponsors.
- ☐ **Gather feedback:** Collect and analyse input from attendees and stakeholders.
- ☐ **Compile a report:** Document the event's outcomes and financials.

7. Donate the money raised

- ☐ **Contact DRCSAS:** Let Devon Rape Crisis and Sexual Abuse Services know about the amazing work you have done! The team would love to hear about the event and your learnings etc.
- ☐ **Press/promotion:** Did you want to have a photo opportunity with DRCSAS to promote the brilliant outcome? You can purchase a large novelty cheque online and write on it yourself or get one printed.
- ☐ **Transferring the money raised:** This can be done in a number of ways – by bank transfer, cheque, cash etc. Please refer to the DRCSAS website for further information.

Good luck! We are so grateful for you supporting the important work of the charity.

Please note that this is only a guide, and not an exhaustive list – we suggest you research each element relevant to your event and decide how you wish to run the event, so it works for you.

Further advice and guidance can be found on www.fundraisingregulator.org.uk