**How to Plan Successful Events**

While this guide will get you started, we recommend you reach out to a Protect Life Michigan team member in order to create a custom plan for your next event.

**Getting Started with Goals**

The most successful events start with written goals. Consider what type of event you’d like to have and what you’d like the outcome to be. Questions you may want to answer are:

* What is the type of event? What will the format be?
* What is the expected outcome? Awareness, relationship building, recruitment, fundraising, etc?
* Who will participate? Group members, students, the general public?

Get these thoughts down on paper to help you create an effective game plan.

**The Plan of Action and Timeline**

Now that you’ve identified the purpose of your event and the goals you’d like to achieve, it is time to create a plan of action and a timeline. You’ll want to create a detailed list of tasks for each of the following items and delegate the tasks to your group…

* Room and equipment reservations
* Securing a speaker & coordinating travel
* Marketing plan to get the word out to your potential audience (flyers, social media, emails, personal invitations to departments and student organizations, etc.)
* University procedures for an event of this type
* Budget (costs and source of funds)

Once you’ve created a plan of action, assign dates by which each task should be completed. Follow up with each member on a weekly basis to see how they’re doing on their tasks.

**Promote, Promote, Promote!**

Now that you’ve identified the purpose of your event and the goals you’d like to achieve, it is time to start promoting your event. You can plan the most amazing event but it will not be a success without a great promotional plan. Here are our tips for promoting your event:

* Plan for two weeks of heavy promotion before your event.
* Create and print full color flyers with a great event title. Make sure your flyer design is eye-catching and provides the important details without being too wordy.
Need help with this? We can design and print flyers for you!
* Hand full color, full page flyers. Hand out 2-3 hundred full color, quarter sheet flyers in the days before the event (including the day of).
* Advertise on social media. Create a Facebook event. Link to this event in all your emails.
* Send several emails about the event: a save the date, and several reminders to attend and invite friends.
* Have each member invite 10 friends.
* Reach out to other student organizations, asking them to invite their groups at their next meeting *and* to send an email to their contact lists.
* Invite the political science, philosophy, and women’s studies departments to invite their classes. Ask them to consider offering extra credit to attend.
* Chalk campus, place ads on campus TV or computer screens, and take advantage of any other campus promotion tools your school provides.

**Evaluate**

Your event has come and gone. Now it’s time to evaluate. Here are some tips for evaluating the success of your event:

* Look back at your initial goals. How did you perform? What goals did you perform well on? Why? Which goals did you fall short on? Why?
* Take detailed notes on how to improve your event in future years.
* Check out Protect Life Michigan’s “Event Debrief” form in order to maximize your evaluation process. Save this form for future reference.

Need further help? Contact Protect Life Michigan in order to create a custom plan for your next event:

info@protectlifemi.org

[www.protectlifemi.org](http://www.sflmichigan.org)