

Event Planning 101

HOW TO PLAN A WELL-ORGANIZED EVENT

2 - 6
MONTHS

Task

- Identify event staff lead and/or committee
- Brainstorm purpose, goals and audience of event
- Establish budget
- Decide event date
- Secure venue for event & sign contract
- Request Seattle Parks Foundation provide Certificate of Insurance (if necessary)

Documents Needed

- Venue contract
- Request certificate of insurance [here](#) (Allow 1 month to procure documents)

6
WEEKS

Task

- Secure caterer (if necessary)
- Request speakers (if applicable)
- Create invitation and invite mailing list
- Send invitations (AND post event online or create [Classy Event Page](#))

Documents Needed

- Signed vendor contracts - coordinate with your Project Liaison as SPF is usually the signer
- If you intend to invite donors, please ask for donor contact lists 1-2 weeks in advance of when invites are scheduled to be sent

4
WEEKS

Task

- Track RSVPs
- Alert SPF if you would like us to consider your event for potential promotion on social media and through our eNewsletter
- Secure banquet permit if needed

Documents Needed

- None!



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2
WEEKS

Task

- Send invitation follow up (if necessary, i.e. low RSVPs)
- Share online again or in different places, including e-newsletters and ask your supporters to reshare
- Finalize program details
- Get event supplies (ie. name tags, flyers/posters, swag, decorations, audio/visual, etc.)
- Alert SPF if you need some donation envelopes for your event

1
WEEK

Task

- Send event reminder to confirmed attendees (include date, location, directions, parking instructions, attire, etc.)
- Research attendees and make sure each volunteer lead on your committee is assigned to speak to/thank the guests for coming

AFTER
EVENT

Task

- Submit reimbursement requests!
- Send event attendee thank you and any follow-up materials
- If applicable, share event photos or links to online photo albums on your group's social media pages
- Tell us how it went! We love to hear about your great work in the community!
- Do you have a great image, quote, or memory to share? Send it over to communications@seattleparksfoundation.org

Documents Needed

- Save ALL invoices, itemized receipts and submit to SPF's payment portal for reimbursement

Note!

This document is to give you an idea of SPF staff's internal planning for our events and yours. If we are working alongside you to plan an event, you can refer to [this document](#) to see the internal stages of planning.

Events are most successful (and less stressful!) when you have a checklist of all the tasks to get done before and after your event. Take it week by week, try not to get behind or get too far ahead. While some events require different steps, the above information is a general timeline of what we need from you to support your great work and what you will need to plan to make this event a success.



Classy 101

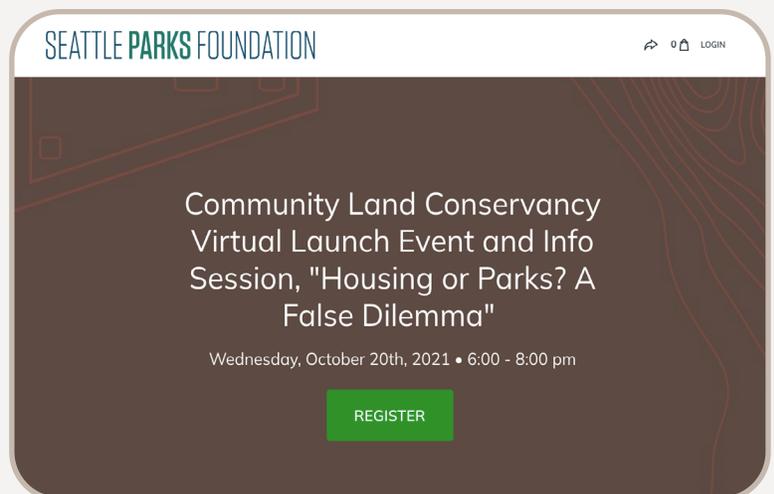
WHY MAKING A CLASSY PAGE IS A GOOD IDEA

Things to Consider:

- This is a directed highlight of your group and the event. It is completely customizable to represent your work and includes automatic shareable links for many social media platforms.
- You can contact your attendees directly from this event page, send invites and updates from your donor lists saved in our SPF database. Contacts not included in the information we have can easily be added via an excel sheet you create and send over to your Project Liaison. This will save you time in creating and communicating to your invite list.
- It can have a social activity feature where attendees can add comments like 'Sarah says: Looking forward to learning more about this group and your work!'
- If you, the Partner Lead/Project Coordinator, want to manage this page, you can use [this guide](#) to post updates, photos, and share information as often as you like.
- Send an email to communications@seattleparksfoundation.org if you would like to be added as an administrator to the Event Page on the backend of Classy.
- A member of the SPF MarComm team will be working with you to ensure the page represents your event and edits are made in a timely manner, whether by you or them.
- It is easy to track RSVPs to note who is planning to attend and who was in attendance. This information can be saved for future communication efforts and event follow up messaging.
- Here's an example of a SPF Partner Event Page from Community Land Conservancy, Virtual Event and Info Session, ["Housing or Parks? A False Dilemma" on Wednesday, October 20th, 2021](#)

How to Create a Classy Event Page for SPF and Partner Events

If you are interested in creating an event page through Classy, you can follow [these step-by-step instructions](#) with support from SPF Staff to create, edit, and manage this online event page.



Event Planning 101

Resources for planning and organizing an inclusive event that represents your cause, gains supporters, and celebrates your mission and goals.

Planning

- [Creating Online & In-Person Events with a Sense of Place: A Conversation with Juliet Kahne from Project for Public Spaces](#)
- Plan for Land Acknowledgement:
 - Find out whose land you're on - [Native Land Map](#)
 - [A Guide to Indigenous Land Acknowledgment](#)
- [How to Run Better Virtual Events: 6 Experts Weigh In from Personify](#)
- [How to Create a Classy Event Page](#)

Accessibility

- [A Guide to Planning Inclusive Events, Seminars, & Activities from Syracuse University](#)
- [8 Ways to Make Fundraising More Accessible for People with Disabilities](#)
- [How to Plan Events That Prioritize Accessibility](#)

Fundraising at Events

- [How to Digitally Transform Your Fundraising Event with Classy Live](#)
- [How to Increase Your Donor Retention Rates with Virtual Events from Virtuous](#)

Planning a virtual event?

The planning is almost entirely the same! View an example of a virtual event that Seattle Parks Foundation hosted in November of 2021 [here](#).

This event was intended to bring our community together and celebrate our partners with new videos that shared their stories. We had partner participation with presentations in breakout rooms and discussion concerning issues around green space accessibility, climate, recreation, and restoration.

This was considered a cultivation event but also intended to steward support for participating partner projects.

