# Volunteers’ Week 1-7 June 2019

# Planning and promoting event checklist

1. **What are you aiming to achieve? □**

Decide what you want to get out of your event. Do you want to say thank you to your volunteers? Are you hoping to recruit new volunteers? Make it relevant to your aims.

1. **Book the date □**Set a date and time for the event that enables relevant volunteers, staff and stakeholders to be involved. Would a morning breakfast session be suitable or a celebration in the evening after work? Get this booked in people’s diaries as soon as possible.
2. **Budget □**An event doesn’t need to cost loads to be effective, but make sure you put together a budget so that you prioritise your spending. Think about sponsorship - will a local business give your organisation money, catering or a venue as part of a sponsorship agreement?

1. **Book a venue □**Whether using an external or internal venue ensure it’s booked in advance.
2. **Book a speaker/entertainment □**You may wish to provide entertainment or book someone to speak at your event. This could be someone internal, a trustee or an external stakeholder.

1. **Develop a risk plan □**Think about things that may happen before or on the day that could impact on the event and how you would manage these. [Do you need event insurance](https://knowhow.ncvo.org.uk/organisation/operations/insurance)?

1. **Invites □**Consider how many people the venue can hold. Do you want your event to be an open event or by invitation only and will you need RSVPs or can people just turn up? Make sure you include the date, time and contact details in the invite. Perhaps invite the local paper to get some promotion of the event.

1. **Promotion □**Liaise with local radio, schools, colleges, libraries, shops and local council to help promote your event. Ask your contacts to spread the word and invite/tell their friends. Use social media to talk about the event. [Use the Volunteers Week resources available](https://volunteersweek.org/get-involved/resources/promoting-your-events/).



1. **Reminders □**Keep talking about the event via social media and emails. Send reminder information to those you have invited to attend a few days before the event.

**10. On the day □** Develop a rota/task list for the day and make sure all staff helping

at the event know their roles.

**#Volunteersweek**