

The Secrets to a Stress-Free Event



Planning

- Give yourself enough time to organize everything
- Plot out on a calendar some deadlines for when things should be completed
- Keep receipts, lists, or information related to the event in the same place
 - Don't throw out or delete any receipts
- Plan the details (including a Plan B)
 - Use free event planning templates (easily found online)
 - Pick a budget and stick to it

Consider a few things:

- What function your event is serving – what do you want others to gain from it
- Who is going to attend?
- How are you going to target those people?
 - Social Media
 - An email blast
 - Flyers
 - Sending out invites
 - Approaching sponsors
 - Contacting local media outlets
- Where and when should the event take place?

Running the Event

- It takes a village
 - Have a team prepared that you trust
 - Take turns managing different jobs
 - Make sure everyone knows their roles before the event
- Murphy's Law
 - Anything that can go wrong, will go wrong.
 - Let the little flaws go, chances are you're going to be the only one who notices them

Other things to think about:

- Check your local and state laws or regulations on holding an event
 - Some states require non-profits to register their event if it is considered a fundraiser or if there is a professional solicitor involved
- Be realistic
 - Depending on the size of your event, it will be impossible to make everyone happy
 - Set goals that will be easily obtainable
 - Realize that there will be a couple of bumps in the road
- Enjoy yourself as much as everyone else at the event

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