



11. EVENTS

Organising a successful community event requires planning and coordination. Whether it's a neighbourhood picnic, a skills sharing day, or a street garage sale, this step-by-step guide will help you navigate the process smoothly.

Step 1: Define Your Event's Purpose and Goals

- Work out the purpose of your event (e.g., fundraising / community connection / building awareness). It may have multiple purposes.
- Set specific goals and objectives (e.g. raise \$1,000, attract 200 attendees, increase people's awareness around being prepared for bushfires).

Step 2: Assemble Your Planning Team

- Planning and executing an event on your own may be too much
- By recruiting some enthusiastic volunteers or committee members to help plan and execute the event, you can share the load.
- Assign roles and responsibilities based on individual strengths and interests.

Step 3: Establish a Budget

- Create a budget spread sheet to estimate expected expenses and needed income.
- Seek sponsors, donations, or grants to cover costs.
- Be clear of what the sponsors etc. need in return e.g. a report, proof of expenditure, photos, recognition.
- Keep track of all financial transactions throughout the planning process.

Step 4: Choose a Date, Time, and Location

- Pick a date that doesn't clash with other local events and suits your target audience.
- Select and book a venue that can accommodate your expected attendance and has the necessary facilities.

Step 5: Secure Permits and Insurance

- If necessary, contact local authorities to obtain any required permits or licenses.
 - Consider liability insurance to protect against unforeseen incidents.
- ### Step 6: Plan the Event Program
- Develop a detailed event schedule, including activities, performances, speakers etc.
 - Ensure a good flow of activities, with breaks for food and relaxation.

Step 7: Promote Your Event

- Create a marketing plan that includes fliers, social media, local newsletters/ newspapers, letter box drop, neighbourhood online forum/ email group and community bulletin boards.
- Build a dedicated social media page for updates and registration.



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Step 8: Register Participants or Attendees

- Set up an online registration system or use paper forms, if necessary.
- Collect necessary information and fees if required.

Step 9: Organise Supplies and Logistics

- Create a checklist of supplies needed (e.g., tables, chairs, decorations, lighting).
- Book items from the RUKI Event Kit
- Arrange for food, beverages, and catering if applicable.
- Coordinate transportation and parking logistics.
- Plan and make signs
- Make sure you include the relevant BYO information on the invitation/ flier.

Step 10: Recruit Volunteers

- Encourage community members to volunteer for various event roles.
- Provide clear instructions and briefing for volunteers.

Step 11: Execute the Event

- On the event day, arrive early to ensure everything is set up as planned.
- Put up signage, registration table, gazebos etc.
- Assign volunteers to their respective roles.
- Be prepared to handle unexpected issues or emergencies.

Step 12: Post-Event Evaluation

- At the end of/ after the event, gather feedback from participants, volunteers, and sponsors. Use the RUKI evaluation form and share the results with them.
- Evaluate the achievement of your goals, including financial success.
- Consider what worked well and what could be improved for future events.

Step 13: Thank Participants and Sponsors

- Show gratitude to all involved, including volunteers, attendees, and sponsors.
- Send thank-you notes and acknowledge their support.

Step 14: Follow Up

- Document the event's success and lessons learned for future reference.
- Have a well earned rest.
- Begin planning for the next community event.

Remember that successful community events require effective communication, collaboration, and dedication. By following this simple guide, you can create memorable and impactful experiences for your community. Good luck with your event!