

Event Planning Guide

Event Purpose (Cultivation, solicitation or stewardship)	
Audience (new supporters, existing supporters)	
Timing (time of year, time of day)	
Theme (focus on important day, new initiative, previewing/insider information)	
Host (Ambassador for the CLC - doesn't have to be staff or board)	
Sponsorship (Parts of the event which can be paid for by another organisation)	
Marketing/communications plan (How do people hear about this event)	
Key Message (based on the event purpose)	
Call to Action (What do you want guests to do?)	
Information to capture from guests (how will you get extra information about your guest's interest)	
Follow-up plans (personalizing thankyou's, re-engagement)	

