Club Event Planning Checklist
Whether the club is hosting a small- or large-scale event, the following checklist is designed to guide you through every step of the planning process from start to finish. Don’t forget The Office of Student Life is here to help! Email clubs@cascadia.edu to start the brainstorming process.

## 5 Weeks Out

* Brainstorm programming ideas with club members and The Office of Student Life
* Be realistic: Do you have enough time, budget, etc. to make this event successful?
* Ensure event does not conflict with other events happening on campus (duplicate, scheduling)
* Determine how this event/activity meets the club’s goals
	+ What is the purpose of the event? Does it relate to the club’s goals and purpose? What do you want to accomplish through this event?
* Determine budget for event/activity
	+ How much money do you need? What are you allowed to purchase? What additional costs should you also consider (facilities fees, shipping, tax, gratuity)?
* Identify collaborators and co-sponsors
	+ What does their contribution look like? Are they providing any funding towards the event budget? What kind of support can you expect from them on the day of the event?
* Ensure hosts and/or speakers are available for specified dates
* Distribute responsibilities among yourself, club members, and collaborators/co-sponsors

4 Weeks Out

* Follow up and keep in contact with collaborators/co-sponsors
* Reserve event space by submitting the [Club Activities Report Form](https://www.cascadia.edu/campus-life/student-life-and-leadership/clubs.aspx)
* Once event space has been confirmed by the event space coordinator and The Office of Student Life:
	+ Meet with the Student Life Advisor to develop floor plan/event layout and AV requests, and submit these requests to event space coordinators
		- If the event takes place in the ARC, coordinate a meeting with the Student Life Advisor, ARC staff, and club leaders to discuss plans
	+ Consider risk management, AV capabilities, maximum capacity, impact of nearby events, accessibility, space access time, load-in/delivery capability, access to power/electricity
* Schedule a time with the Student Life Advisor to review the [Club Council Funding Request Form](https://www.cascadia.edu/campus-life/student-life-and-leadership/clubs.aspx) and permissible use of S&A Fees
	+ Predetermine a list of items to purchase prior to the meeting
	+ Check out The Office of Student Life event supply inventory
* If applicable, work with the Student Life Advisor to:
	+ Request quotes and rider to confirm if artist/performer needs can be met before booking. Students cannot request contracts! This must be done by the Student Life Advisor.
	+ Determine if a Club Advisor is required to be at the event (decision determined by The Office of Student Life depending on the event type)
	+ Contact Campus Safety for security needs (dance, large scale event)
	+ Create event sign up forms
* Begin to market your event:
	+ Create a poster for your event using the Cascadia Club’s Canva account
		- Include information on how to sign up for the event (if applicable)
		- Use your resources! (Marketing Timeline and [Marketing Club Handbook page](https://www.cascadia.edu/campus-life/student-life-and-leadership/clubs.aspx))
	+ Create social media marketing materials
		- Need inspiration? Check out [@Cascadia\_Kodiaks](https://www.instagram.com/cascadia_kodiaks/) on Instagram or attend a CEO meeting to brainstorm ideas with student leaders
	+ Or if time allows:
		- Submit the [CEOs Graphic Design Request Form](https://www.cascadia.edu/campus-life/student-life-and-leadership/resources.aspx) to request original posters/flyers design and posting assistance

## 3 Weeks Out

* Follow up and keep in contact with collaborators/co-sponsors
* Continue to distribute responsibilities among yourself, club members, collaborators/co-sponsors, and recruit additional volunteers if necessary
* Are you placing a custom order for anything? (T-Shirts, treats, giveaways, swag, etc.). Or planning to order food? Consider dietary, cultural, and religious restrictions when ordering and read the [Food at Meetings and Events Policy handbook page](https://www.cascadia.edu/campus-life/student-life-and-leadership/clubs.aspx).
	+ Submit the [Club Council Funding Request Form](https://www.cascadia.edu/campus-life/student-life-and-leadership/clubs.aspx) early to receive funding approval and to ensure orders will arrive on time for the event.
	+ Present the Funding Request to Club Council for approval
		- After approval, schedule a time with the Student Life Advisor to complete paperwork for payments, purchase custom orders, club supplies, submit a Purchase Request Form to check out The Office of Student Life credit card, etc.
* Submit event descriptions to [Kody's Weekly & TP Times Request Form](https://www.cascadia.edu/campus-life/student-life-and-leadership/resources.aspx)

## 2 Weeks Out

* Follow up and keep in contact with collaborators/co-sponsors
* Share event at a Club Council meeting and ask clubs to invite their club members
* Email event poster to ceo@cascadia.edu for printing and posting assistance
* Reserve an info table (tabling) to advertise your event by submitting the [Club Activities Report Form](https://www.cascadia.edu/campus-life/student-life-and-leadership/clubs.aspx)
* Submit the [Event Supply Request Form](https://www.cascadia.edu/campus-life/student-life-and-leadership/clubs.aspx) to reserve supplies for your activity
* Continue to meet with the Student Life Advisor
	+ Coordinate any hospitality needs for performers (review riders)
	+ Confirm floor plan and make changes if needed; consider event flow
	+ Request any additional equipment: chairs, tables, tech, garbage cans, compost, etc.
	+ Confirm access time to space for set up and tear down
	+ Ensure catering and food is confirmed, and all paperwork is complete
	+ Check in with the facility coordinators to make sure all event policies are being followed
	+ Submit purchase request forms and reserve credit card for upcoming shopping trips (if not yet scheduled from “3 Weeks Out” checklist)
* Share event/activity on club’s social media accounts and tag [@Cascadia\_Kodiaks](https://www.instagram.com/cascadia_kodiaks/) on Instagram
* Invite your Club Advisor to attend the event and identify and communicate their role in the event (if applicable)
* Create volunteer task list: set-up/decorations, photographer, check-in/ticket-taker, coat check, concessions, security for doors, stage, prizes, green room, line management, load-in/out, MC, host for performer, greeter, photobooth, etc.

## 1 Week Out

* Follow up and keep in contact with collaborators/co-sponsors
* Table to advertise your event (pass out handbills and snacks)
* Develop an event timeline/day of agenda that includes start times for each element of the program, including when food, vendors, and volunteers are scheduled to arrive
	+ Communicate arrival times, event details, event attire with club members and volunteers
	+ Include a duties list and include tasks you need your club members and volunteers to do on the day of/at the event
		- Include specific shifts; include breaks so volunteers can enjoy event
		- Include a script of announcements and talking points you need to announce at the event
		- Make last minute changes before printing and submit the [Copying and Printing Request](https://www.cascadia.edu/campus-life/student-life-and-leadership/resources.aspx) if you would like the task list to be printed
* Continue to meet with the Student Life Advisor
	+ Confirm performers and travel arrangements, communicate to performer and agent, send parking passes to performers (if applicable)
	+ Print waivers if necessary (travel, photos)
	+ Revisit risk management plan
	+ Double check contract rider; buy additional supplies if needed (items listed on rider)
	+ Create signage for: doors, directions, welcome, day of event, food labels, photography signage, sign in sheets, and submit a [Copying and Printing Request](https://www.cascadia.edu/campus-life/student-life-and-leadership/resources.aspx)

## Day Before Event

* Follow up and keep in contact with collaborators/co-sponsors
* Continue to communicate with the Student Life Advisor as needed
* Remind your Club Advisor about the event (if applicable)
* Second to last chance marketing push (make an announcement in class, social media, mobile marketing)

## Day of Event

* Follow up and keep in contact with collaborators/co-sponsors
* Final marketing push (make an announcement in class, social media, mobile marketing)
* Share event/activity on club’s social media accounts and tag [@Cascadia\_Kodiaks](https://www.instagram.com/cascadia_kodiaks/) on Instagram (share stories of the club setting up for the event)
* Take carts and supplies to event space
* Inspect the event space to make sure it matches your event layout, accessibility, event flow, all equipment/food is delivered
* Arrive early for set up/decorations
* As club members and volunteers arrive, review event timeline/day of agenda
	+ Make sure club members and volunteers are in assigned places and questions have been answered
* Take photos at the event
* Keep event on time based on timeline

## After Event

* Thank volunteers, vendors, facilities
* Make sure all equipment and decorations are packed up and trash is thrown out; leave space as you found it or better
* Return carts and supplies to the ILO (Involvement & Leadership Office, ARC-130)
* If you haven’t done so already, return all receipts for purchases made with the Student Life credit card
* Submit the [Club Post-Event Evaluation Form](https://www.cascadia.edu/campus-life/student-life-and-leadership/clubs.aspx) within 2 weeks after the event
* Share details of how the event went during Club Council under Club Reports
* Coordinate with the EAB Clubs Coordinator or the Student Life Advisor to create an “In Case You Missed It” social media post to share on the club’s and [@Cascadia\_Kodiaks](https://www.instagram.com/cascadia_kodiaks/) Instagram accounts
	+ Email event photos to clubs@cascadia.edu