

THINGS TO THINK ABOUT

- **What do you hope to accomplish with this event?**

For example do you want to raise money, increase awareness of Variety – The Children’s Charity or boost employee morale?

- **Has a similar event been held at your organization before?**

If so, you should determine how successful it was as a fundraiser, awareness builder and morale booster. If it wasn’t successful, was it due to poor planning or a general lack of interest? You can learn from past experience.

- **How much time will you need to organize this event?**

Consider the time commitment your event will consume. If it will take a month to plan, organize and execute, you can’t expect to hold the event in one week.

- **What are your resources?**

Before committing to an event, you need to think about the resources you have on hand. Is there someone on your committee that has helped organize this type of event before? Does a committee member know a local business owner that might donate prizes? Consider the tangible and intangible assets available.

- **What is your budget?**

Plan a budget and stick to it. Depending on the type of special event you are running, there may be very real costs involved.

- **Do you have a back-up plan?**

It’s always a good idea to come up with some alternate ideas in case an event proves impossible. You may also need to contingency plan if your event is held outdoors and it rains or snows.