

Questions to Consider

Who is the intended **audience**? How and where can you reach them?

What is the overall **purpose** of the event (educating, changing behavior, healing, raising money, recruiting new volunteers, etc.)?

What are your **goals**? What results would make you feel that the event was successful?

How can you use this event as an opportunity to nurture the **leadership** of community members by getting them involved in the planning or execution of the project?

What potential **partners** (organizations, agencies, clubs, businesses, etc.) might this event/project appeal to?

How will you ensure the event is welcoming, respectful, and **inclusive** of people from diverse communities? Are people from diverse communities involved in planning, marketing, and leading the event?

How much **staff time** will be needed to support this event/project?

Are there opportunities for involving **volunteers**?

Are **board** members interested in being involved? What is their commitment to the event?

What is the event's potential for **publicity**?

How **accessible** is the event for people who need interpreters, wheelchair access, or other accommodations? Is the location easily accessible by public transportation?

How much will the event **cost** your organization? Are there ways to reduce costs through partnerships with businesses or individuals?

Are there **potential problems** your agency could face as a result of this event?

Have other organizations attempted this type of event in the **past**? If so, what worked and what did not?

When will you hold your event? What else is going on in the community at that time?

Can you offer **food** or **childcare** to make it possible for more people to attend?

Who are you trying to reach?

Parents School Staff *Youth Program Staff*
Elders **COMMUNITY LEADERS** Coaches
FAITH LEADERS Caregivers Medical Professionals
Social Support Agencies Grandparents **Policymakers**
Community Members Justice System *Law Enforcement*
Young Adults Youth Children **Who else??**

Where can you reach them?

Senior centers Parent-Teacher Associations *Book clubs*
Libraries *Teacher In-services* Churches **Youth Clubs**
Community Centers *Pharmacies* Athletic programs/clubs
Big Brothers, Big Sisters YMCA/YWCA Local businesses
Fraternities/Serennities **Parenting classes** Schools
Juvenile justice facilities Restaurants *School boards*
television/ cable programming **Colleges, Technical Schools**
Gyms/Health Clubs *Service Clubs (Lions, Optimists)*
Prisons, jails Newspapers Health clinics or health fairs
Hairdressers bars Grocery stores **Farmers' Markets**
EVENTS-sporting events, concerts, art showings, plays
Radio *Rehabilitation or mental health facilities*
Professional association meetings or publications
Where else??

