  

RHODES ALUMNI DEVELOPMENT ● Tel: (046) 603 8887 ● Fax: (046) 603 8744 ● [t.mccarthy@ru.ac.za](mailto:t.mccarthy@ru.ac.za)

**Guidelines for Event Planning:**

Events can be very successful, or fail horribly. Here are a few concepts that can help you organize a really successful event. Check the [RU Calendar](https://www.ru.ac.za/media/rhodesuniversity/content/registrar/documents/secretariat/%286%29%20Diary%202016%20dd%20January%202016%20FINAL.pdf) and Purple Thursdays for existing events and ask permission to collaborate for more impact.

**Benefits**

* they raise significant amounts of money
* they have a high ticket price structure
* tickets are pre-sold
* they are deliberately targeted to a well-defined market
* they promote community involvement and continuing support
* they are carefully planned and executed. Down to the last detail!

**Event Disadvantages**

* when it does not make money
* when it fails to use that opportunity to make new friends
* when it diverts attention interferes with other FUN-raising
* when volunteers and staff fail to communicate effectively
* when it fails to attract enough underwriting to reduce expenses
* when the event is marred by avoidable mistakes-poor attendance

A list of FUN-raising ideas can also be viewed on:

<http://www.ru.ac.za/alumni/studentradactivities/give5/fundraisingideasforgive5/>

| **Event Name** | **Budget** | **Actual Cost** | **Notes** | **Due Date** | **Assigned To** | **Status** |
| --- | --- | --- | --- | --- | --- | --- |
| Event Particulars | R 0.00 | R 0.00 | What time will this start and end? Do the number people include special invitees and entertainment (bands) and celebrities? What are the protocols for celebrities as per guest list? Policies applicable? |  |  |  |
| Chair and Management | R 0.00 | R 0.00 | Do you have a chairperson who is qualified and will work hard? Have you applied for all the necessary licenses and permits? Have statutory/governing requirements been determined? Have you determined your legal responsibilities to both your staff and patrons/audience? Have you put together comprehensive plans to cover all eventualities? Do you have an adequate staffing structure in place? Do you know what monitoring is necessary? Do you know where to position your staff within the crowd? Have you identified any potential problem areas? Have you carefully considered how many staff you will need at the event? Have you organised volunteers for the event? Have you checked the legal liability you carry for both volunteers and staff? Have you considered occupational health and safety issues under your duty of care, for example, distances covered, hours worked, shift rosters? Have staff and/or volunteers received adequate (specialist skill) training? Are all staff and/or volunteers aware of their role and responsibilities? Are you using licensed crowd controllers? Have arrangements been made for the adequate disposal of litter? If there is to be a fireworks display, have you taken into account the legal and safety requirements of their use? |  |  |  |
| Stakeholders and Committee | R 0.00 | R 0.00 | Do you have volunteers who are organized and ready to start? Have you developed standard procedures for communications between staff? Has the staff been provided with checklists so that communication tasks are properly carried out? Have you checked that all your communication systems work properly? Have all appropriate agencies and key stakeholders been identified and contacted? |  |  |  |
| Timeline | R 0.00 | R 0.00 | Is there enough time for the volunteers to do a very good job? |  |  |  |
| Competition | R 0.00 | R 0.00 | Will this benefit be your only request for funds at this time? What else is going on at the same time? Can you collaborate? |  |  |  |
| Patrons | R 0.00 | R 0.00 | Do you have potential sponsors and patrons to make a good profit? Who are they? What methods of approach will you use to state your case for support? |  |  |  |
| **Sub Total R 0.00** | | | |  |  |  |
| Venue / Accommodation | R 0.00 | R 0.00 | Permission? Cost? Communication (Invites & What to Bring / What to Wear) Does the proposed venue provide the space, access and facilities you require? Have you assessed what type of crowd is expected? Have you assessed the capacity of the venue? Are the entrances, exits, stairways, gangways and ramps adequate for your purposes? Does the seating enable people to move freely between rows / stations? Have you considered fire safety aspects of the venue? Have you checked that all of the emergency equipment (eg smoke detectors, emergency exists, safety lighting etc) at the venue has been properly maintained? Have all possible environmental hazards been taken into account? |  |  |  |
| Umpire / Judges | R 0.00 | R 0.00 | Arranged? Who are they? What are they judging? What's the prize? |  |  |  |
| Safety & Risks | R 0.00 | R 0.00 | Chairs and Furniture? Crockery? Cutlery? Ablution Facilities? Enough? Who's Responsible? Does it require Safety Officer? Do the coordinating staff know when and how to alert staff to a developing problem or to carry out particular tasks? Have you identified the hazards that the venue may present? Have you identified the hazards that the crowd may present? Have you considered who may be harmed and how? Are the risks adequately controlled? Have you recorded your assessment? Are methods in place to identify undesirable/disruptive elements in the crowd? Have you ensured that crowds queuing do not block entrances, exits or pedestrian flows? Are all entrances and exits clearly marked as such? |  |  |  |
| Podium / Stage / Main Table? | R 0.00 | R 0.00 | Who? What? Where? When? How? |  |  |  |
| Programme | R 0.00 | R 0.00 | Who? What? Where? When? How? |  |  |  |
| Entertainment | R 0.00 | R 0.00 | Who? What? Where? When? How? Have the entertainers been fully informed of their responsibilities for maintaining order? |  |  |  |
| Food & Drink | R 0.00 | R 0.00 | Alcohol? Is it approved / legal? Have your licensing requirements been established and met? Is a range of low alcohol and non-alcoholic drinks available? Is there a range of food and snacks available at all times during the event? Is alcohol restricted to being served in non-breakable containers? Do the promotional activities you have planned encourage responsible drinking? Have clear policies relating to the entry and serving of alcohol and drug affected people been advertised? Have steps been taken to ensure that these policies will be enforced? |  |  |  |
| Permissions | R 0.00 | R 0.00 | Permission? Cost? Responsibility? Consequences??? |  |  |  |
| Sound Check | R 0.00 | R 0.00 | Do you need sound equipment? Loudspeakers? Microphones? Presentations? |  |  |  |
| **Sub Total R 0.00** | | | |  |  |  |
| Security | R 0.00 | R 0.00 | Permission? Cost? Responsibility? Consequences for offenses? |  |  |  |
| Raffle / Lucky Draw / Challenge? | R 0.00 | R 0.00 | Permission? Cost? Responsibility? |  |  |  |
| Suggested ticket sales @ Tickets R??? per person | R 0.00 | R 0.00 | Who may be invited? Who will invite? Who is invited? RSVP? |  |  |  |
| **Subtotal R 0.00** | | | |  |  |  |
| Facebook Invitations | R 0.00 | R 0.00 | Who? What? Where? When? How? |  |  |  |
| Website Invitations | R 0.00 | R 0.00 | Who? What? Where? When? How? |  |  |  |
| Personal Invitations | R 0.00 | R 0.00 | Who? What? Where? When? How? |  |  |  |
| Signage | R 0.00 | R 0.00 | Who? What? Where? When? How? Does it align with the Rhodes Branding Manual? Have adequate signs (or other measures) been provided to inform people of directions, rules and prohibitions? |  |  |  |
| Voice & Visibility | R 0.00 | R 0.00 | Have you taken into account the importance of media liaison to the success of your event? Will there be picture / video coverage? Will that be communicated to donors / sponsors / stakeholders? How? Who? When? |  |  |  |
| Invitations | R 0.00 | R 0.00 | Design, Criteria & Formulation, Cost Responsibility? Are you encouraging people to use public transport if possible? |  |  |  |
| Tickets | R 0.00 | R 0.00 | Are there any other events happening at the same time as your event which may impact on people getting to your event? Who? What? Where? When? How? Will there be sales at the event entrance? How will it be incorporated? Is there a ticketing system to ensure that the venue will not be overcrowded or people turned away? |  |  |  |
| Corporate Sponsorships | R 0.00 | R 0.00 | Who? What? Where? When? How? |  |  |  |
| Donations | R 0.00 | R 0.00 | How will you thank them? (Stewardship) |  |  |  |
| **Sub Total R 0.00** | | | |  |  |  |
| Miscellaneous / Other | R 0.00 | R 0.00 | Have procedures been established for dealing with undesirable behaviour? Have admissions, ticket sales and car park personnel been alerted to observe and screen people for possession of alcoholic beverages and weapons, abnormal or suspicious behaviour, and intoxication? Have additional controls been arranged at official and unofficial access points to prevent gate-crashes? If fans are likely to be a problem, has additional staffing been arranged in popular places such as backstage? If the crowd is likely to get hysterical, have adequate first aid and medical staff been arranged and deployed? If the event is to be a street activity, have the special requirements been taken into account? Have you considered the needs of any independent stall holders at the venue? |  |  |  |
| **TOTAL R 0.00** | | | |  |  |  |