



Planning a Club Project or Event



Finding projects and events to do as a club is important for many reasons, it helps youth learn planning skills, allows for social interaction and is a good way to get youth to share their interests with others. Working as a team to plan a project or event brings new ideas, helps with problem solving skills, focuses on team work and builds morale between club members.

Use this Basic Checklist to assist your group in planning a successful project or event. This may not be specific to your event so be sure to brainstorm prior to starting the planning process to make sure nothing is missed!

Name of Event: _____

Date: _____ Time: _____ Location: _____

Purpose of Event: _____

Brainstorming:

- Does this event serve a need previously not met?
- Do we have the resources needed to make this happen?
- Do we have enough help/volunteers to make it run smoothly?
- Establish planning area groups/responsibilities
- Ensure all members are on the same page as it relates to the objective of the event

Budget

- How much will this cost?
- Where will the funds come?
- Will we need sponsors
 - Who will find sponsors: _____
 - Are grants available?
- Create a set budget/designate someone to monitor expenses
 - Who will monitor budget: _____

Schedule:

- Talk with appropriate people for reservations
 - Location/reservations
 - Travel requirements if necessary
 - Outside resources required (e.g. speaker, judge, guest, etc.)
- Who will work to make sure the appropriate people, locations, equipment, etc. are available for the chosen date? _____

Volunteers:

- Determine how many volunteers you will need
- What types of volunteers
- What job duties will these volunteers need to fulfill
 - Who will contact/coordinate volunteers? _____

Advertising

- Posters
- Emails/lists
- Social Media
- Flyers or other paper products
- Other forms of advertising?
 - Who will be in charge of advertising the event: _____

Plan an Event

In this project, you will choose an event or party you would like to plan for your 4-H Club. For example, you could plan a thank you dinner for volunteers, a celebration for your leaders, or a holiday party for your fellow club members. Once you choose an event, you will write a proposal that describes the theme, decorations, and food and calculate how much the party will cost for various numbers of attendees.

Before You Begin

Depending on your goals, you may want to structure the project instead of leaving it open-ended. You could establish a budget, choose the number of participants for ratio purposes, and even direct youth to specific vendors for food & awards.

To save time on research, bring in sample menus, invitations, awards, themes, etc. Locate and set parameters for web sites and locations where youth can find and price out party supplies, catering, awards, etc.

While youth can keep track of numbers, costs, and plans on paper, this project is an excellent opportunity to demonstrate the value of a spreadsheet as a tool for tracking data and information.

The final proposal should be shared as an oral presentation, documents, and plenty of writing that both informs and persuades.

Engage

To introduce the project to youth, ask them about an event they attended that was fun and exciting. What was the theme? Was their music, dancing, good food, friends, new people, and/or colorful decorations?

Ask them how the goods they listed are appropriate for different kinds of events, like an awards ceremony or cultural celebration. Help guide them to the idea that a successful event has a goal and that a skilled planner minds the budget while paying attention to the needs and desires of the audience.

Let the youth know they will be planning an event to be held at the 4-H Building (Planning to hold the event at the 4-H Building eliminates the need to rent tables and chairs, helping simplify the process to focus on money and ratios.)

Getting Started

Divide students into teams of 3-5 members. Have them choose an event they would like to plan, such as:

- a fundraiser for a project, workshop, or club trip
- a thank you dinner for volunteers;
- a celebration for your leaders or members

Create

Once teams choose an event, they will be responsible for developing a proposal that explains the goal of the event and describes what will happen. Proposals should include specific information about:

- Location(s) and layout(s)
- Time of event and duration
- Menu, including drinks and paper products (If needed)
- Decorations
- Entertainment
- Invitations and/or advertising

The proposal should include the cost of the event.

You can choose the numbers of participants or have teams choose their own levels based on their particular event. If they plan a fundraiser, remind them that a larger group increases the cost, but also increases the potential for revenue.

The oral presentation of the proposal should include multiple forms of media, including text, and images. The presentation is a perfect opportunity to utilize multimedia tools.

As youth learn to make effective proposals and persuasive pitches, encourage them to include pages or

slides about:

- Event title and goal
- Theme and how it addresses the goal
- Entertainment
- Food
- Diagrams of layout/room arrangements
- Invitations and advertising
- Total cost
- Cost and budget breakdowns

Since the presentation is meant to be live, students should work to ensure that the text they create for the presentation is concise. They may also want to write out a sample script to support their oral explanations and arguments. Practicing the presentation before giving it is a great way to identify missing information, encourage editing, and make iterative adjustments essential to the design and planning process.

Share

Teams should present their proposals as an oral presentation and should include expository writing and speaking that informs as well as persuasive writing and speaking that seeks to have their proposal funded.

Have youth present their proposals to the rest of the club. Ask the audience to help you evaluate the effectiveness of the idea, presentation, and proposal and share their feelings about the level at which they would fund the event.

Project Areas

This project lends itself to many different Project areas. Entrepreneurship, Writing & Public Speaking, Computers & Technology, Workforce Preparations & Communications.

Resources

This activity has been adapted from Judy Allen. *Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events*. ISBN: 0471644129

wikiHow: Plan an Event [wikihow.com/Plan-a-Super-Event](https://www.wikihow.com/Plan-a-Super-Event)