



Event Planning Guide & Timeline

Get started!

1. Decide how big your event will be—small, medium or large (see descriptions)
2. Decide on the speakers, films or other material you wish to present
3. Contact your sponsor to see if the speakers can be arranged for the date and time you want
4. Use the flier in the packet to announce the event in church/temple bulletins, local cafes, schools, libraries, social justice organizations, clinics, and markets
5. Publicize event using bulletins, local papers, e-mail announcements and list-serv's using the sample e-mail on the enclosed CD.

The day before the event...

1. Make copies of the materials you will need at the event:
 - a. sign in sheets
 - b. fact sheets
 - c. sample letters to the editor
 - d. ACTION Postcard
2. Get materials (i.e. paper, pens, markers, pencils, envelopes and stamps) for participants to hand write letters at the end (optional)
3. Read the discussion questions/ answering the hard questions sheet
4. Send a press release about the event to your local paper (medium or large events)

Opening the event: find out who's there and set the tone....

1. Welcome everyone, circulate the sign-in sheet and ask everyone to sign-in
2. Describe the format of the event
3. Introduce the speakers or film

Closing the event: move people to action!

1. Take action right now! Encourage people to hand write letters to the editor or to their representatives before leaving (recommended for large events)
2. Ask people to commit to taking further action — circulate ACTION postcards
3. Tell people where they can get more information — distribute fact sheets and fliers
4. Collect all forms

After the event: That was great, now what?

1. Complete the evaluation form about this packet
2. Send all materials collected back to your representative (the person who sent you this packet), including:
 - a. sign-in sheet(s)
 - b. ACTION postcards
 - c. letters written at event
3. Start planning for the Weekend of Faith in Action!



Small Event

What you need

- 1 organizer
- 3-6 hours for preparation
- 45 minutes-1 hour for the event
- a projected audience of 10 people

Suggested format

- 5 minutes for welcome and introduction
- 20-30 minutes for presentation:
one speaker, portion of a film, or Power Point
- 5-10 minutes for discussion or questions
- 5-10 minutes for follow up actions and evaluation

Medium Event

What you need

- 2-3 organizers
- 6-10 hours for preparation
- 1 ¼ to 1 ½ hours for the event
- a projected audience of 20-50 people

Suggested format

- 5 minutes for welcome and introduction
- 40 minutes for presentation:
two speakers or one speaker and portion of a film
- 10-20 minutes for discussion or questions
- 10-15 minutes for follow up actions and evaluation

Large Event

What you need

- 4-6 organizers
- 10-18 hours of preparation
- 1 ½ to 2 hours for event
- a projected audience of 50-100 people

Suggested format

- 5 minutes for welcome and introduction
- 45-60 minutes for presentation:
three speakers or two speakers with portion of a film
- 15-20 minutes for discussion or questions
- 15-20 minutes for follow up actions and evaluation