



Cooperative Extension

Event Planning

Local 4-H clubs create and participate in events all the time. But what goes into planning a successful 4-H event? This document is meant to help you to identify strategies to make your event a success.

5 Steps:

- 1) Define your goals and purpose.
- 2) Create a detailed plan
- 3) Market your event
- 4) Put in the work
- 5) Evaluate

1) Define your GOALS

What is your purpose? Who is your audience? What do you want them to take away from the event? How many people do you want to reach? Do you have more than 1 goal?

2) Create a Detailed Plan to reach your goals.

This is where you put actionable steps to each goal, with timelines and budget for funds. Time to plan the date, time, location and activities. Often at this stage you want to rally your troops! Each volunteer brings a different set of skills and abilities, often listening to and utilizing specific volunteers in the positions that they will excel in makes the difference between success and poorly performing programs. Be flexible to be able to pivot and listen to the needs of your audience, recognize the assets you have and volunteers to reach your goals. Remember to keep people engaged by planning interactive activities.

3) Market Your Event

Check out our Communicating with your club Fact Sheet on ideas on how to market to your club, including Facebook events, Google Form Registrations & Surveys.

4) Put in the WORK!

While it may look effortless, running a big event, it means many hours of work behind the scenes to set yourself up for success. Do not procrastinate! Plan for challenges. If you think it could happen, it will! Have plan B and C ready to roll and no one will even know notice the hiccup. Make sure you eat and drink water! Sometimes we get wrapped up in the work and don't slow down to take care of our needs. Plan on taking the day off the next day or only doing light activities. Often running a big event can be draining on a person. Finally, help others succeed in their jobs. If they succeed, you succeed!

5) Evaluate the Program

This is often the forgotten step. Sometimes it can be accomplished by sending out a post survey and then reviewing the data. Sometimes it might be that 20 people registered and 20 people showed up for the fun day! If you plan for an evaluation tool in your program design from the start, you won't forget it later! Also, how can you prove you reached your goals and your target audience if you did not keep records or evaluate. This is how you make the best better for next year!

Take a moment to congratulate yourself and your team. You have learned valuable skills that make you more marketable in your career and that can be used for family events also!

