The <u>Key</u> to Planning a Successful Event

Part One

The Florida District of Key Club would like to offer all our clubs this training module for use as a tool to improve your efforts in the planning, organizing and the executing of fundraising and community service projects. This useful information is a proven formula for success. We are excited and confident in the increased success of the Key Clubs that actively implement it.

Helping our clubs is The Florida District's primary mission. We suggest using this as a topic of discussion at your next officers meeting and then open discussion at general club meetings. Your Key Club can only benefit from this. Feel free to apply these principles to your next project.

Please consider the following:

Somebody had a great idea for a Key Club project.

Everybody clearly agreed they should do it.

Everyone was thinking that someone was working on it.

It turned out that nobody did much because everybody was confident someone else surely would!

So the great idea failed!!!

While the above may be amusing, it is typical of many failed projects. Success is the sum total effort of many, each doing their part in an effort well organized, planned and executed.

TRAINING OBJECTIVES

- **Learn effective Project Planning**
- **Promote a successful fund raiser**
- **Increase the value of the service time**
- **Achieve greater productivity**

Successful projects are not an accident. Groups and individuals who are successful are well-organized and often develop their ideas according to a structure based upon education and their own experiences over time. Here are 12 **proven** planning steps that should be answered or identified as needed for your club to have the greatest chance for a successful project.

1. **How should a club decide on what project to undertake?**
2. **What factors would influence the timing of the project?**
3. **How should staffing requirements for the project be determined?**
4. **How to organize the project to meet the stated goals.**
5. **How would a progress Time Line Checklist be helpful?**
6. **Assigning and delegating responsibilities and tasks based on personal skills.**
7. **Coordination, why is it important?**
8. **How will the club fund the project?**
9. **Why is promoting and advertising the project important?**
10. **Why is it important to follow up with, encourage and motivate your team members?**
11. **Who's actually responsible for the project's success?**
12. **The project is complete; evaluate results; thank all who contributed; HAVE A PARTY!**

IT ALL BEGINS HERE

THE MAIN GOAL
To help a child, a family,
a community

Deciding on a Project

What type of activity/event do you want to do?
ELIMINATE Project
Kiwanis One Day
Car Wash
Bake Sale
Talent Show

# When Deciding On What Project Consider:

- **What project concept(s) are realistic and practical?**
- **The number of active members and skill set of those members if applicable**
- **What facilities are needed and or available?**
- **Project goals**
- **Targeted market (fundraiser)**
- **Recognized need (community service)**
- **History of similar projects**
- **Community acceptance both cultural & local legal ordinances if applicable (some communities don't allow car wash fund raisers.)**
- **Availability of third party support if needed**
- **Budgeted funds if needed**
- **Transportation if needed**
- **Resulting impact of proposed project other than goal achievement**

SO YOU'VE SELECTED A PROJECT NOW WHAT?

When and where should the Project be scheduled? Consider the following:

- School Event conflicts
- Holiday conflicts (both religious and secular)
- Community Event conflicts
- Media covered sports event conflicts (affects turnout)
- Consider locations and types of facilities to host the event
- Determine use of space and/or seating arrangements and capacity of venue required
- Decide who will be responsible for securing the facility – i.e. the Event Coordinator?
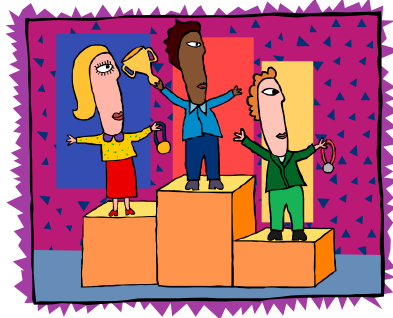
DETERMINE YOUR PROJECT GOALS

- What would you like to accomplish?
- Who is your target audience?
- Will the project attract participation from people outside the Kiwanis family?
- What is your group passionate about?
- Will the project make a lasting impression on the community?
- Is it achievable?
- Will the project be fun?

HOW TO ORGANIZE THE PROJECT TO MEET STATED GOALS?

- List job responsibilities
- Create an organizational flow chart as to jobs and who reports to whom.
- Create a job responsibility description sheet to give to each person involved, so each knows what's expected and when.
- Leadership should lead by example.

WHAT SKILLS ARE NEEDED?
## Assigning/Delegating Responsibilities and Tasks Based on Personal Skills
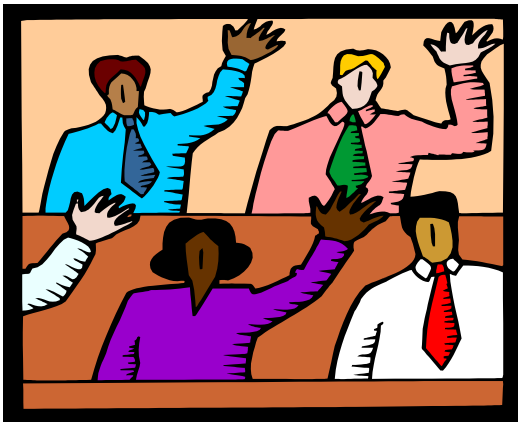
Start Early and Delegate Tasks

- Why would selection of the right person for the job be important?
- Can Committee Chairs that try to do all the important tasks themselves be effective?
- A sense of belonging to an effective team results from effective assigning & delegating.
- A team effort can foster a sense of "fun" and lubricate the whole process.

Recruit and select volunteers

Their job is to serve on committees and motivate and encourage participation
from all members

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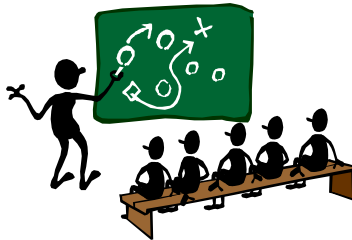
What are the Staffing Requirements of the Proposed Project?

- Form project committees and appoint Chairpersons
- Obtain sufficient number of committed volunteers and appointees for needed job responsibilities.
- Determine what non-Key Club help may be needed (Sponsoring Kiwanis Club members / parents and inform and recruit them.)
- Pair up jobs with members' interests.

How Would Progress Time Line Check Lists be Helpful?

- It informs the Event Coordinator and committee Chairs whether needed tasks are being completed when required and schedules met.
- Quickly identifies problem areas that need attention.

Team Coordination? Why?

- Keeps the team focused on the goal
- Nurtures the team mentality
- Project planning stays on schedule
- It is the prime responsibility of the Event Coordinator.
- It utilizes the information derived from the time line check list.
- Things get done when needed.
- It strikes a balance between details and the overall big picture.
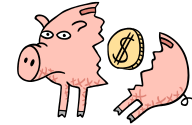
Creating a Budget

- What is your source of revenue?
- How much will you charge for attendance?
- Will sponsors help offset the costs?
- Will you have exhibitors? And how many?
- What are your Expenses?
- Venue? •Food? • Supplies?• Advertising?

Is Seeking outside Funding or Donations to Support a Project Appropriate?

- The primary source of funds should be the Club's own Treasury.
- If deemed justified funds may be sought from sponsoring Kiwanis Clubs and or senior Key Club Organizational levels. Terms and conditions for repayment must be clearly agreed upon in advance
- Outside financial sponsorship can be sought in return for promotional exposure before or during the project. Example: brochure or program ads, event announcements, signage etc. This should be done with the active guidance of the sponsoring Kiwanis Club.

POTENTIAL COMMITTEES

<u>Logistics</u>

The Logistics Committee works with the sponsoring Kiwanis Club administration, town officials, and other members of the community to make sure the project runs smoothly.
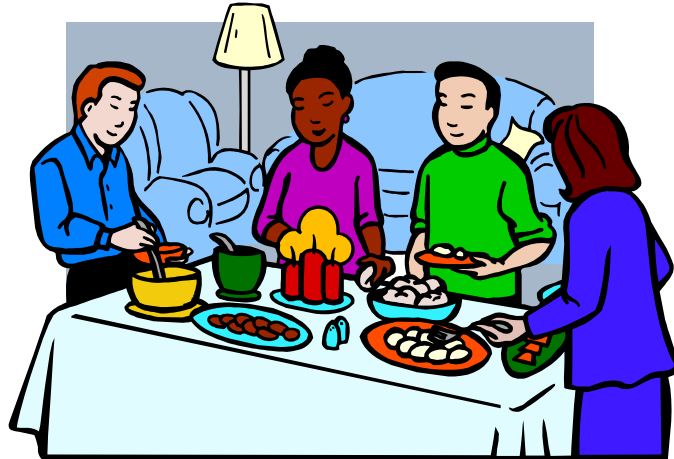

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<u>Community Networking</u>

- **This committee will invite non-Kiwanis family members to participate.**
- **They will solicit assistance with:**
  - **sponsorship**
  - **food donations**
  - **trash collection**
  - **signage**

Food Committee

- Provide sustenance for the project participants

- Solicit in-kind contributions from local restaurants and/or grocery stores

- Provide water and other beverages

- Arrange to sell food and drink at appropriate Events for extra fund raising.

Public Affairs / Public Relations

**Public Affairs involves a lot of planning, detail and follow-through**

- This committee alerts the community and media about your event

- Select members who express interest and talent in this area.

Is Promoting and Advertising the Project Important? Absolutely YES!

- It improves attendance.
- Instills pride participating in shared effort.
- Promotes appreciation and awareness of Club projects by school administration and other students and the public.
- Promotes future Club membership.

<u>Why is it Necessary to Follow-up, Encourage and Motivate the Team?</u>

- It confirms that this is a serious team effort.
- Large projects can lose momentum and need to be reenergized.
- Every project is also a training lesson for current and future leadership.
- Fosters a sense of team work.
- Encourages initiative.
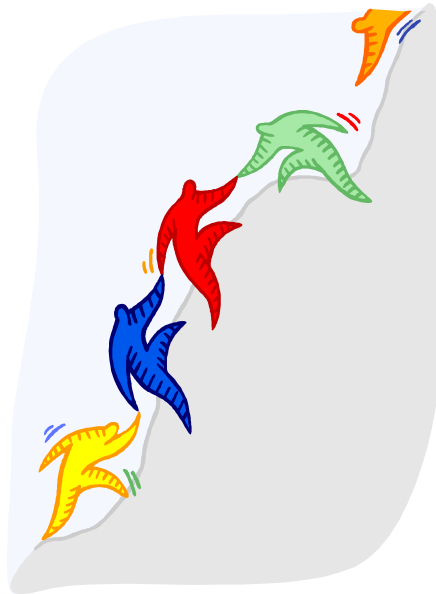
Who is Responsible for the Success of the Project?

- Everyone contributes to project success and or failure one task at a time and therefore is 100% responsible for the big picture much the same as each piece of a puzzle is critical to the completed puzzle or a chain is only as good as its weakest link.
- Key Clubs nurture leadership and the responsibility that goes with it.
- Leadership = Responsibility and Responsibility = Leadership
- There are no unimportant jobs. Everyone is a leader.

Have Fun

If you have planned well and each volunteer has accepted responsibility for the success of the project, you will have a successful event

The Project is over. Congratulations! What now? Opportunity is Knocking!

Doing a critical analysis of the project results is a learning opportunity

- Have one more project committee meeting and share what you've learned.
- Remember, there really is no failure if the Club has given a 100% effort.
- Identify and evaluate missteps and learn from them.
- Thank everyone who contributed.

HAVE A PARTY!

QUESTIONS?

Think about how this information may have affected the outcome of some of your own projects. Come to Session II and share.

These ideas are not set in stone. Feel free to add your own ideas and improve upon them. But first and foremost use them. They work!