



## Planning Your Event

### Step 1. Forming a Committee

**Introduction:** One of the best pieces of advice we can give you as you're planning your event is to find help. Enlisting a group of friends, family and volunteers to assist you will not only ensure that your event is successful, but a rewarding experience for everyone involved. Identify the type of support you'll need from your committee. Before you start brainstorming here are few things to keep in mind:

- **Motivate and inspire your potential committee members.** Your reasons for taking on this event are your most powerful tool for motivating others. Are you a survivor of bladder cancer? Did a family member struggle with the disease or did you lose someone to bladder cancer? Through your story, you can encourage people to help you raise awareness about this terrible disease.
- **Be specific about what you are asking from your committee members.** Let them know what your goal is, the amount of time you expect they will spend on the project and any important deadlines. If you go to them with a specific request, potential committee members are more likely to say yes than if they just receive an open-ended request. It is helpful if you can break a big job into more manageable parts.
- **Communicate clearly.** Let your committee members know what is expected of them and when. Keep them in the loop; informing them of what is going on even if it isn't directly related to their part in your event. If you've determined a location, for instance, let everybody on the committee know.
- **Be flexible.** You may not find one person to take on a large job - spreading the word about your event, for example - but it is possible that you can assemble a small group or even a team to spread the word. People are busy, and if you can break your jobs into manageable parts, you'll be able to accommodate different schedules.
- **Consider how your potential committee members like to work.** Some people like to take ownership of a job while others need more guidance. Some people like to work alone while others will find volunteering more rewarding if they work in a group. Try to accommodate the different needs and working styles of your volunteers.
- **ASK for help!** Once you've completed your planning, the most important thing to remember is to ask people to participate. Many people won't volunteer, but they're happy to help if asked.

**Ready, Set, Brainstorm!** The type of event you decide to have will determine the type of work you will need from your committee; walks will have different requirements than a 5K run or a cycling event. Here is a list of tasks you'll need to be completed. Remember that further details on each of these tasks are coming in later training sessions and BCAN is always available to help.

**1. Finding a Location** – One of the first things you’ll need to do after you decide to hold an event is secure a location. BCAN can help with permits, provide insurance and if there is a fee – contact us! We can cover most fees. We’ll share more details about choosing a location in upcoming training videos.

Location – list tasks	Due Dates	Who can help
<p>Example: Contact local parks departments.</p>		

**2. In-Kind Donations** – It is nice to offer your participants water and a snack; what you offer depends on the type of event you’re holding. Soliciting in-kind donations is a discrete task that a volunteer on your committee can take on for you. Obtaining in-kind donations involves contacting local retailers, picking up donations before the walk and coordinating with walk day organizers.

In-Kind Donations – list tasks	Due Dates	Who can help
<p>Example: Ask your local grocery store to donate water.</p>		

**3. Outreach** - Promoting your event can involve anything from asking people to spread the word in the community to organizing a social media campaign to contacting local media. You can have one outreach coordinator, or have several people take on different tasks. BCAN will help with this, of course. We will provide guidance for dealing with the media and further training on getting the word out in your community.

Getting the word out/Outreach – list tasks	Due Dates	Who can help
<p>Make lists of local walking/running clubs, support organizations and urological practices.</p>		

**4. Logistics** – Putting on an event means coordinating the movement of supplies – all provided by BCAN – from your garage (or wherever you’ve stored them) to the event site and back. You need a well-organized person to keep track of details and coordinate with other volunteers.

Logistics – list tasks	Due Dates	Who can help
<p>Example: Recruit volunteers to staff registration table.</p>		

**5. Fundraising** – Along with raising awareness about bladder cancer, your event will raise funds to support patients, provide educational materials and fund much-needed research. Committee members can help attract local sponsors, launch creative fundraising initiatives or provide support to event participants with their fundraising efforts.

Fundraising – list tasks	Due Dates	Who can help
Example: Set a goal for your walk and make it known.		

**6. Event Day** – You’ll need volunteers to handle registration, distribute t-shirts and other supplies and otherwise assist you with the day of the event. These volunteers may be committee members, familiar with the event or you may recruit volunteers to help you just for the day.

Event Day – list tasks	Due Dates	Who can help
Example: Prepare a kick-off speech to honor survivors and inspire your walkers.		

**7. Other Needs** - The jobs above are general, and should cover most bases if you are holding a walk. You may need additional or different types of support if you are holding a different type of event. (BCAN also has a guide if you're holding a walk/run.)

Other Needs – list tasks	Due Dates	Who can help