

Planning Your Event

1. CHOOSE AN EVENT TOPIC

- I. Browse through our list of abortion and family planning Event Topics for skills workshops (MVA, IUD, or No-Scalpel Vasectomy) and other educational events.
- II. Questions to consider:
 - a. What topics are lacking in your school's medical curriculum?
 - b. What topics will attract the most students?
 - c. Is there a specific skill or issue students are interested in learning about?

2. STRUCTURING YOUR EVENT

- I. Choose one or more of these options for structuring your event: hands on workshops, lecture or presentation, panel, Film screening (visit our Video Library), be creative!
- II. Create an event timeline, estimating how much time you will need for each part of the event (i.e. set up, presentation, demonstration, questions, clean up.)

3. EVENT PREPARATION

BUDGET

- Base each event budget on your semester budget plan. Don't worry we made you a budget template!
- Compile a list of expenses for this event. Do you have enough funding for your semester?
- If your expenses are too high, start finding ways to save or fundraise! Check out our fundraising guide for tips.

SPEAKERS AND FACILITATORS

- Find someone to host your event (if necessary) as far in advance as possible!
- If you are having trouble finding a speaker/facilitator email students@msfc.org well before the event date.
- After the event make sure to thank them for their help and support!

LOCATION AND MATERIALS

- Secure a location a month in advance!
- Make a materials list: flyers, food, hands-on workshop materials, handouts, etc.
- If you are hosting a hands-on workshop (NSV, MVA, IUD) and need materials, let MSFC HQ know at least 3 weeks in advance! Email students@msfc.org to submit your request.
- Ask your speaker if they need any materials to properly host the event.

PARTNERSHIPS AND FOOD

- Partnering with other organizations draws a larger audience and reduces event costs.
- Potential partners: NARAL, PP, ACLU, LGBTQ Centers, and women's interest groups.
- Reach out multiple weeks in advance to inquire about interest.
- Focus on how the group will benefit by partnering with you for this event!
- For food share costs with other orgs and use in-kind donations for food. Check out our solicitation letters to help you obtain in-kind donations!

MARKETING

- Flyers: email students@msfc.org for flyer templates or make your own!
- Post on social media about the event.
- Ask your professors if they will send along an email with your event's information. In classes that are relevant to MSFC's mission ask if you can say a few words inviting your classmates.
- Invite other organizations who have relevant purposes (Women's centers, LGBTQ groups, social justice, etc).
- Email students that have attended other events!
- Use any relevant school bulletin boards or calendars to post your event!
- Marketing should ideally start 3 weeks prior or once most details are finalized.

DAY OF EVENT

- Set up a sign up sheet to collect the emails of those who attend the event.
- Take photos of your event to share with your network and MSFC HQ!
- Thank your facilitators and any others who helped put on your event.

FOLLOW-UP

- Send an email to students who attended your event and invite them to the next event your chapter has planned!
- Email your partners, facilitators, etc to thank them for their participation.
- Submit a reimbursement form to students@msfc.org with itemized receipts within 30 days of your event.

RESOURCES TO HELP!

FUNDRAISING
GUIDE

REIMBURSEMENT
FORM

SOLICITATION
SAMPLE
LETTERS

MSFC EVENTS

VIDEO
LIBRARY

TELL US
ABOUT YOUR
EVENT!

BUDGET
TEMPLATE