

Student Organization Event Planning Guide

The purpose of this document is to serve as a guide and checklist for student organizations planning an event. It is not a required form for planning an event, but an optional resource for students who aren't sure how to get started. If you would like further information, please contact the Campus Activities and Involvement Center with your questions. Thank you!

Essential Contact Information:

Student Organization: _____

Primary Contact: _____ Phone Number: _____ Email: _____

Are any other student organizations co-sponsoring this event? Yes No

If yes, include contact information below:

1) Student Organization: _____

Primary Contact: _____ Phone Number: _____ Email: _____

2) Student Organization: _____

Primary Contact: _____ Phone Number: _____ Email: _____

3) Student Organization: _____

Primary Contact: _____ Phone Number: _____ Email: _____

4) Student Organization: _____

Primary Contact: _____ Phone Number: _____ Email: _____

Are any departments or businesses co-sponsoring this event? Yes No

If yes, include contact information below:

1) Department/Business: _____

Primary Contact: _____ Phone Number: _____ Email: _____

2) Department/Business: _____

Primary Contact: _____ Phone Number: _____ Email: _____

3) Department/Business: _____

Primary Contact: _____ Phone Number: _____ Email: _____

4) Department/Business: _____

Primary Contact: _____ Phone Number: _____ Email: _____

Event Description:

Of the following, check which best describes your event:

- Formal/Dance Performance Lecture/Speaker
 Movie/Screening Sporting Event Conference
 Fundraiser/Charity Meal Service Other: _____

Please provide a brief (3-5 sentence) description of your event:

How is your event beneficial to the UNCW community and students?

Is your event going to be held on or off campus? On Campus Off Campus

For on campus events, please visit: <http://uncw.edu/campuslife/services/reservations.html> to see possible event venues. If you have questions about spaces on campus, please email clreservations@uncw.edu.

Please note that if your event is a club fundraiser, or if you will be charging admission for your event, the rates of renting campus spaces will increase.

If your event is a bake sale or a tabling event, you can reserve a 'solicitation table' through the Campus Reservation System without contacting Campus Life directly.

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2029 Fisher Student Center

910-962-3553

activities@uncw.edu

Contracts:

Does your event include performances by professional artists (i.e. live band, dance troupe, poet, sword swallower, etc.)? Yes No

What about professional speakers or visiting professors? Yes No

If not, skip this section.

If yes, it is wise to establish a contract with these performers/speakers so you know what to expect from them and they know what to expect from you. Start this negotiation early so you find out their fees with enough time to arrange for that payment. Even if your artist/speaker plans to perform for free, it's good to establish a contract so you're all on the same page.

To get help with a contract, contact CAIC to set up an appointment with professional staff.

Food:

Will your event include food services? Yes No

If you are planning an ON CAMPUS event with food, you **MUST** order through Campus Dining. The good news? They've got a limited pick-up menu for student organizations with reduced prices. Check it out here: <http://uncw.campusdish.com/Catering/Menu.aspx>

Call 910-962-3600 to order food. When you do, make sure to order off the PICK UP menu. After you place your order, you'll receive a confirmation email. Pick up your order at the scheduled time (given on that email) from the kitchen behind Wag Out.

If you want to order items not listed on the pick-up menu, you will have to order for delivery and pay the normal rates for the food.

Advertising:

Advertising is a crucial part of event planning. Without it, no one will know about your event and be able to come. When you are advertising an event, consider who you want to come, and how those people are best reached.

We suggest you always include your organization name and a contact number and/or email on all advertising materials. If someone sees your event and has questions, make sure they can contact you to get the information they need. It's also crucial to make sure you include the event name, the date, the time, and the location. Make it as easy as possible to come to your event, and you will get the optimum turnout.

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Below are some on-campus advertising resources:

Campus Activities & Involvement Center:

- Provides free 60 black & white OR 35 color flyers per event, including half or quarter sheet flyers.
 - Provides up to 5 free 24”X36” posters per semester, printed and possibly laminated.
 - Maintains designated CAIC bulletin boards which are open to posting for student orgs.
 - Manages the Campus Activities & Involvement Guide through the Guidebook app.
- Follow the link below to submit your event:
- o <https://selectsurvey.uncw.edu/SelectSurveyNET/TakeSurvey.aspx?PageNumber=1&SurveyID=n2KH51512&Preview=true>
 - Master Calendar/Hawk E-News event entry:
 - o <https://events.uncw.edu/MasterCalendar/AddEvent.aspx>
 - Provides free chalk and spray paint for chalking on sidewalk and painting the spirit rock.
 - Approves sheet banners to hang on poles down Chancellor’s Walk
 - Provides up to 50 free buttons per semester for student organizations

Housing and Residence Life Office: Approves/hangs up to 80 flyers in residence halls

- Do NOT hang flyers in residence halls by yourself, they will be taken down.

Office of University Relations (OUR):

- Manages the CHWK TV content. Submit at link below:
 - o <http://uncw.edu/ur/videoproductionsubmissions.html>
- Provides graphic design and video services for on campus departments and organizations. See <http://uncw.edu/ur/creativeservices.html> for details.

Teal Terminal Ad System:

- <https://selectsurvey.uncw.edu/SelectSurveyNET/TakeSurvey.aspx?SurveyID=164Ln95K>

Student Media Center:

- Includes the student organizations: The Seahawk, Atlantis, Teal TV, Flicker Film Society, Hawkstream Radio, and the UNCW Photography Club
- Student Media Advertising/Publicity Page: <http://uncw.edu/studentmedia/ads.html>
- These organizations include students who are content creators. If you want someone to design a flyer or film a commercial, reach out and ask if they have members who are willing to do so.

Printing Services:

- On campus Print Shop can print flyers, posters, brochures, specialty and promotional items, balloons, and more for a relatively low cost.
- <http://uncw.edu/printing/studentorgs-printshop.html>

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Off Campus Resources:

- Wilmington Star News:
 - o Calendar: http://starnewsonline.eviesays.com/events?_ga=1.120630344.1785314753.1490202871
 - o Ads: http://mediakit.gatehousemedia.com/Wilmington_NC/
- WHQR (Wilmington Public Radio): <http://whqr.org/about-whqr>
- WECT (Wilmington Local TV News): <http://www.wect.com/category/32573/sales-meet-the-wect-network-team>
 - o Click on the pictures of the sales team to send them an email.
- WWAY (Wilmington Local TV News): <http://www.wwaytv3.com/advertise-with-wway/>
- Social media sites like Facebook & Twitter

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Some examples of event planning costs:

Catering	Decorations	Room Reservation	Performer's Costs
Flyers/Posters	Ad Space	Performance Rights	SWAG
Raffle Prizes	Equipment Rental	Shipping and Taxes	Contingencies

Acquiring Funds:

If you would like to request funding from the Student Government Association, visit <http://www.uncw.edu/studentorgs/sga/funding.html>. They can fund up to \$3,000 for on-campus programs, including \$200 for food services, \$150 for advertising materials, and \$200 for apparel. Fill out a funding request form and turn it into CAIC. Make sure you follow all the directions on the form's first page.

Other sources of funding include: co-sponsoring UNCW Departments, interested local businesses, and crowd-funding/private donations. Reach out to these sources early if you want to secure funding from them. Consider a crowd funding website like Kickstarter or GoFundMe, and share it on social media to reach your funding goal.

Co-sponsor with the Association for Campus Entertainment (ACE), and you can receive funding and advertising from their student organization. Apply for their co-sponsorship here: http://uncw.edu/studentorgs/ace/documents/CoSponsor_form_FIXED1.pdf

Event Evaluation:

After holding an event, it's important to sit down with the planning committee and reflect on the successes and not-so-successes of the process. These notes can go to the next people planning an event for your organization, and they can learn from your experience. Sit down with your group and answer the following questions to reflect on how your event went:

1. The most effective form of advertising we used was:

-
2. The least effective form of advertising we used was:

-
3. The audience liked this the most:

-
4. The audience liked this the least:

-
5. The best part of the event was:

-
6. The area that could use the most improvement was:

-
7. If we were to plan this even again, we should:
-

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8. Other suggestions for this event in the future:

Evaluation Date: _____ Signed: _____