

1. What is your project's goal?

Consider:

- Why are you planning this project?
- What do you hope to do?
- What need are you filling with this project in your community? In the province?
- What makes your project different from what has been done before?

2. What is your organization's mission and vision?

Consider:

- How does this project fit into your organization's overall goals?
- How does this project fit into your organization's future plans?

3. How will you know when you reach your project's goal?

Consider:

- What outcomes from your project can you measure? (ie. attendance, satisfaction)
- How will you measure these outcomes?

4. Who is your target audience?

Consider:

- Who will be most interested?
- How many individuals may be interested?
- Is your project of interest locally, regionally or provincially?
- How will you communicate with possible audience/participants?

5. Who else may be interested in your project?

Consider:

- Have you considered partners?
- Do you have a plan for contacting and working with partners?
- If required, have you prepared written agreements?

6. What is your action plan?

Consider:

- Have you decided on key deadlines for your project?
- Have you given yourself enough time to plan well?
- Setting an end date for your project and working backwards from that date to make a schedule is good idea.

7. What help do you need?

Consider:

- People, paid or unpaid (meetings, travel accommodations, honorariums)
- Key speakers, performers, dignitaries
- Location (rentals, refreshments, lunches)
- Equipment (audio/visual, specialty, staging, tables, cash boxes)
- Materials (event booklets, tickets)
- Promotions (posters, advertisements, media releases)

8. What is your estimated budget?

Consider:

- What is your expected income – including grants, sponsorships, ticket sales, registrations?
- What are your expected expenses (see #7 above)?
- Are you receiving any free support to cover expenses (ie, office space, free photocopying)?

9. Do you need more funding for this project?

Consider:

- If you have completed the first eight steps you will have enough information to look for the right funding program.
- Visit www.saskculture.sk.ca for a list of funding opportunities, or call our office at (306)780-9284 or toll-free at 1-866-476-6830.

10. Did you reach your goal?

- To help encourage support for future initiatives, be sure to evaluate your project.
- What were your measurable results?
- Describe your success and possible areas that need improvement.

For more event planning resources, visit: www.saskculture.sk.ca/resources