

# SigEp YouthAIDS

Protecting the world's youth from HIV/AIDS

A red AIDS awareness ribbon is positioned behind the text, partially overlapping the 'p' in 'SigEp' and the 'Y' in 'YouthAIDS'.

"EVENT IN A BOX"

a brief guide to having a successful event

# \* STEPS \*

## REGISTER

- **All fundraising events to benefit YouthAIDS MUST be registered**  
Go to the SigEp/YouthAIDS website at [www.youthaids.org/sigep](http://www.youthaids.org/sigep) and download the SigEp Event Outline form. Fill out the form and return it to [sigepyouthaids@psi.org](mailto:sigepyouthaids@psi.org). This will establish a direct contact between YouthAIDS and your chapter.

## ORGANIZE

- **Pick a lead coordinator and organize a planning committee**  
Make sure each team member has a responsibility.  
  

HINT: If you are in charge of the event, you probably have a lot to organize. You need others to assist you with planning the details. Creating a committee under the Vice President of Programming with a Special Events Chairman will help you plan your event better than just having one brother do everything himself. Try to include newer members, having them assist in planning an event is a great way to get them involved in the chapter.
- **Decide what type of event you want to have and what the goal of the event is**  
  

HINT: Think about what you want to accomplish. Do you want to raise money – if so, how much? Do you want to have an awareness event – if so, what is the message?

## PLAN

- **Develop a strategy and timeline**  
Ensure that every single detail has been covered and that you have working deadlines. The three most important things are event location, budget and volunteers.
- **Set a Date, Time & Location for the Event**  
  

HINT: Remember to take holidays, weather, and your chapter's schedule into consideration when planning your event. When looking at venues, be sure they can accommodate how many attendees you would like to have. Also consider if there is a rental fee. Where possible, use common spaces on your school's campus.
- **Set your budget**  
Determine what needs to be paid for and what can be donated.
- **Get Advice**  
Meet with your school's greek life professional to discuss your event. He or she can help you find out what resources your school has available.
- **Get Sponsors**  
  

HINT: Consider other student organizations as some of the easiest sponsors to get. You should also look at businesses that you frequent or that would want to be involved in an event of this nature. Local sponsors work best. The number of businesses, individuals and groups that want to help might surprise you.
- **Get Entertainment**  
  

HINT: Entertainment is not always necessary. But if it is, it usually needs to be booked early. Consider your venue when booking entertainment. Make sure that the venue will hold your guests and entertainment comfortably.

- **Get the Word Out**

Utilize all possible sources to advertise your event. Develop posters, post messages, cover billboards, contact your school newspaper, and send out e-mails .... Think of it this way: No matter how small or big your chapter might be, find a way to reach EVERYONE! Here are some ways to Get the Word Out:

- Facebook; create a group or event profile and have all of your brothers invite their friends.
- Campus Mail – send flyers to everyone who lives in residence halls on your campus.
- Press Coverage – write a press release
- Word of Mouth – have an informational table in your school’s student union or on the quad; consider presenting at other organizations’ meetings

## EXECUTE

- **Attendees**

Determine how many attendees you are expecting.

*HINT: If you are planning to have a ticket price for the event, be sure that the number of attendees times the ticket price will get you to your fundraising goal.*

- **Volunteers**

Determine how many volunteers you will need and how you will get them.

*HINT: Make sure your chapter knows who is expected to help with the event and who is free to participate. Determine a job for each volunteer prior to the start of the event so there is no confusion about*

- **Food, Prizes & Other Extras**

Determine what you will need to purchase and what can be donated. You should evaluate which of the following you will need:

- Food & Drinks
- Decorations
- Give Away Prizes or Favors
- Rental Tables, Chairs or Linens
- Audio Visual Equipment

*HINT: Check with your school first, it probably already has some of these resources available to you at little or no cost. Remember that you are doing this for a good cause and remind people of that. You never know what you will be able to get donated.*

- **Structure Event**

Determine if you need to have a check in/registration/ticket collection and who will staff it. Plan out a speaking program or awards presentation if that is part of the event. Choose an emcee.

## WRAP UP

- **Send the proceeds of your event to YouthAIDS**

Please make all checks payable to “YouthAIDS/PSI” and mail to:

YouthAIDS/PSI

Attn: Amy Schendel

1120 19<sup>th</sup> Street, N.W., Suite 600

Washington, DC 20036

Phone: 202-572-4595

Email: aschendel@psi.org

- **Fill out the SigEp Event Evaluation form and return it to the SigEp Outreach Coordinator. Don't forget to include a good summary and pictures of the event. The best events will be featured on YouthAIDS.org.**
- **Make sure to send out post-event thank you notes to everyone who helped out with the event.**

## \* TIPS \*

### **Be creative!**

Think about trends. Come up with an innovative event. For example, don't host a dance-a-thon if another group is doing something similar.

### **Type of Events**

Here are some suggestions for types of events to plan:

#### Fundraisers

Sporting Event

Dorm Wars

Haunted House

Anything-a-Thon

Running Race (5k)

Bike Race

Art Show

Comedy Show

Concert

Greek Sing

Festival/Carnival

Raffle

Silent Auction

Golf Tournament

Battle of the Bands

#### Awareness

Informational Tabling

PSA Contest

Writing/Essay Contest

#### Education

Town Hall Meetings

Round Table Discussions

Guest Speakers

Debates

Articles in Local Papers

Check out [www.youthaids.org/sigep](http://www.youthaids.org/sigep) to see what events other chapters have successfully executed!

### **Partner with other groups**

It is always good to partner with other student or community organizations if you can. This means more power behind the event!

### **Know your facts**

Educate your fellow event organizers about the HIV/AIDS crisis so you can present facts when you hold your event. Check out [www.unaids.org](http://www.unaids.org) for the most up to date statistics and information about HIV/AIDS. During the event, have fliers to pass out that give facts and details about the HIV/AIDS epidemic. Example - FACT - Over the course of a two hour YouthAIDS / "YOUR EVENT'S NAME HERE" event, 500 young people will become infected with HIV.

### **Reach out for help**

Contact us with your thoughts, questions, and concerns – We are here for you! Let us know about your event and whether you need help. Run your ideas by the office. Remember, there is a SigEp brother who interns at YouthAIDS to help support the partnership. You can reach him at [sigepyouthaids@psi.org](mailto:sigepyouthaids@psi.org).

[www.YOUTH AIDS.org](http://www.YOUTH AIDS.org) /SigEp  
protecting the world's youth from HIV/AIDS