**State Event Planning**

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**Step 1: Initial Planning**

**Step 2: Determine the Program**

**Step 3: Budget**

**Step 4: Promotion**

**Step 5: Event Bible**

**Step 6: Evaluate the Program**

**STEP 1: Initial Planning**

1. **IDENTIFY THE BASICS**
2. What is the event?
3. What is the name of the event?
4. What are the Date(s) & Time(s) of the event?
5. Who is the Committee Chairman, Event Advisor, Committeemen?
6. What Staff do you need, who are they, and when are you planning to request?
7. Who is the target audience for this event?
8. Where is the event taking place? Is the location booked?
9. Is there an alternate housing site? If so, where?
10. Is food going to be served? If so, what types of meals (lunch, dinner)?
11. Will there be supplemental entertainment? If so, what and where?
12. Are officials needed?
13. Will you need to purchase new supplies? What & how much?
14. Does the budget make sense?
15. What are the event goals established by the SMC?
16. What is your Event goal?
17. What is your Promotion Schedule?
18. **REVIEW PRIOR EVENT EVALUATIONS**
19. What are the attendance trends for this event? Accordingly, what is the projected attendance for this year?
20. What was the cost per person (youth, advisor, team, site, etc.)?
21. What were the total expenses? Total Income? Net?
22. What comments were made regarding areas for improvement or areas that were exceptional?
23. Does the event as it has been run in the past still make sense? Is it time to spice up or change the event to meet the changing times?
24. **PLAN BACKWARDS / ESTABLISH TASK TIMELINE**

Begin with the Event Date, then fill in important planning completion dates that include promotion, budget finalization, and evaluation. (The below list is not exhaustive). Be sure to establish planning meeting dates and deadlines for important contacts such as securing referees, food preparers, and vendors.

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| **Task** |
| Final Report (2 Weeks Post Event) |
| Post Event Discussion (Corps Meeting Immediately Following Event) |
| **State Event** |
| Final Preparation / Supply and Food Purchases (Week of Event) |
| Event Bible Finalized (1 Week Prior to Event) |
| Confirm Facility Details, Arrival Time & Contact (1 Week Prior to Event) |
| Registration Due (10 Days Prior to Event) |
| DeMolay Update / Facebook Registration Reminder Sent |
| Dad Luedke Conference (Go / No Go) (2 Weeks Prior to Event) |
| Final Promotional Effort (3 Weeks Prior to Event) |
| Event Bible Drafted (3 Weeks Prior to Event) |
| Ensure Insurance Certificate Obtained (1 Month Prior to Event) |
| Registration Published to Website (6 Weeks Prior to Event) |
| Need to Know Packet Published (6 Weeks Prior to Event) |
| Budget Finalized (6 Weeks Prior to Event) |
| Save the Date Flyer Published (6 Weeks Prior to Event) |
| Dad Luedke Conference (Intermediate Event Planning Evaluation) (2 Months Prior to Event) |
| Confirm Facility is Booked (2 Months Prior to Event) |
| Promotion Begins (3-2 Months Prior to Event) |
| Dad Luedke Conference (Initial Meeting) (3.5 Months Prior to Event) |
| Planning Begins (4 Months Prior to Event) |
| Event Chairman / Committeemen Selected |
| Facility Selected (6 Months to 1 Year Prior to Event) |

1. **MAKE IT WORK**
2. Take Action Every Day. Don’t let a day go by without doing something, even a small task that will take you one step closer to completion.
3. Delegate Well. Make sure there are enough people helping out so that you do not become over-burdened. Use this as a training tool for younger members. Check on them frequently providing support and encouragement.
4. Evaluate Your Progress Often. On a regular basis ask yourself, “How am I performing as the leader of this event? What more should I be doing?” Ask others to evaluate the progress.
5. Consider the Consequences of Non-Action. If you are ever about to procrastinate or put off taking action, ask yourself “Will I get a greater satisfaction by putting off this action or will I get greater rewards by accomplishing the goals of this event”? How do I want to be considered as a “Procrastinator” or as a “Leader who does his best”?

**STEP 2: Determine the Program**

Create a Day by Day, Hour by Hour Schedule of Activities and Events, Person Responsible, and Items / Supplies Needed:

Day Activity Responsible Items Needed

Start morning of the start date (or the day or days before in the case of picking up supplies) and outline individual responsibilities for picking up materials and arrival times at site and set-up responsibilities and times. Pay particular attention to every part of the event in isolation.

For instance, for registration you should answer, what times, who is manning registration, who is preparing the registration materials, what supplies are needed and where is it going to be located. Once complete, move on to the next segment of the event. This preliminary step (at least in draft form) should be completed by the Intermediate Event Planning Evaluation).

**STEP 3: Plan the Budget**

Washington DeMolay State Events are used as the primary fundraising opportunity to fund the state programs and Corps travel during the year. Accordingly, there are expectations on many of the State Events that there be excess income over expenses. These expectations will be explained to you on an event by event basis. Planning the budget and sticking to it, will ensure that the financial goals for the event are achieved.

1. Guestimate the income generated from last year’s event and costs. Ensure that factors such as increased or decreased membership and location costs are considered. ALWAYS under estimate income.
2. Estimate the Event Expenses based on the best information available. ALWAYS over estimate expenses.
3. The resulting difference is the projected net gain or loss.
4. Divide the projected net gain or loss by the projected attendance numbers to determine a projected cost per person.
5. Adjust the cost of the event accordingly to ensure the projected net income conforms with the events budgetary requirements.
6. Reevaluate the budget and make corrections as necessary when better financial information is received such as facility actual cost, referee costs, etc. Be cautious: once a price for the event is published, it cannot be taken back. All event budgets must be approved by the SDA prior to publishing an event cost.
7. Are there opportunities for donations from non-masonic businesses to help defray expenses or increase income or attendance?

Note: the State Master Councilor must submit a budget at the beginning of the Term. A lot of thought and effort was put into crafting this budget. If your event does not meet the budgetary needs as established in the official budget, that means some other part of the year program must be cut. Any changes must be approved by the State Dad Advisor.

**STEP 4: Promotion**

1. Save the Date Flyer - Published 2 Months in advance.
2. Promotion Begins no later than 2 Months in advance.
3. Facebook Event Page live 2 Months in advance.
4. Corps and Region Master Councilors visiting and making personal contacts with chapters. 3 – 2 Months in advance.
5. Need to Know Packet Published (6 Weeks Prior to Event)
6. Final Push. 3 weeks in advance – Corps Calls Every Chapter.
7. DeMolay Update, Twitter, etc. 11 days in advance reminding of registration deadline.

**SAVE THE DATE FLYER REQUIREMENTS**

1. Size: 8.5 X 5.5 inches. (Half Sheet)
2. Color: The flyer should be in color and be eye catching.
3. Text: Text should be of a legible font and of sufficient size as to be easily read. Avoid over-crowding the text or putting too much text on the flyer.
4. Required Content:
   1. Title of Event
   2. Date of Event
   3. Date Registration is Due
   4. Location
   5. Price (This should be known before the Save the Date Flyer is published. If for some reason the price is not set by the time the Save the Date Flyer is due to be published, the flyer should still be published and amended once the price is known.)
   6. Contact details for more information
   7. DeMolay Logo or Emblem
   8. “Washington DeMolay”

**NEED TO KNOW PACKET REQUIREMENTS**

1. Cover Page
   1. Title of Event
   2. Flyer
   3. Important Information
      1. Registration Date
      2. Date of Event
      3. Location
      4. Cost
      5. Contact
   4. Table of Contents
2. Overview of Schedule of Events (Abridged)
3. What to Bring / What Not to Bring
4. Other Event Information
   1. Concessions Information
   2. Team Roster
   3. Ritual Registration
5. Medical Release Forms
6. Directions
7. Sports / Competition Rules (if Applicable)

**Step 5: The Event Bible**

The Event Bible (Event Guide) has become our "GO TO" listing of everything that happens at the event. It needs to be thought of from the prospective that if someone from the Event Staff can't be there, anyone could easily step-in with the Event Bible and instantly be able to take over any assigned duties.

Size Requirements: 8.5” tall by 5.5” Wide

1. Title Page
   1. Title of Event
   2. Copy of Event Flyer
   3. “This belongs to:\_\_\_\_\_\_\_\_\_\_\_\_”
2. Contact Page
   1. Event Staff and Contact Information
3. Overview of Schedule
4. Detailed Description of Schedule:
   1. Time, Activity, Staff Responsible/Assignments, Supplies Needed, Announcements / Instructions
5. Menu for Meals and Food Supply List for Each Meal
6. Equipment / Supplies List and who is responsible for bringing/procuring each detailed item
7. Event Goals
8. Sports Rules (if applicable)
9. Copy of Evaluation Form
10. Page for notes for staff evaluation

**Step 7: Evaluation / The Recap**

To be compiled into final written Report and submitted to State Corps, State Dad Advisor, and Executive Officer.

Your final task as the leader of this event is to prepare a **Final Event Report** detailing the outcome and observations of the event. This report serves several purposes. First, you are able to evaluate you and the Corps’ performance and the overall effectiveness of the event. Also those who will follow will be able to learn from your mistakes and successes.

The Final Event Report is due 14 days following the completion of the event. Copies go to the Corps members, the State Dad Advisor and the Executive Officer. The report should include at a minimum:

1. Name of the Event
2. Date and location of the event
3. Attendance Figures

* DeMolays
* Advisors
* Guests
* Teams
* Chapters Represented

1. Budget Recap

- Expenses

* Income
* Net Income – Profit / Loss
* Reasons why costs went up or down and how it affected total income

1. Evaluation of major portions of program; what went according to plan, what did not. How was the program received by those who attended…
2. Summary of Event Goals; were they met and what was the method of accomplishment.
3. Review of Food and Snacks

* Menu
* Preparation
* Staffing
* Did participants like the food
* Were there leftovers?
* What was saved for future events?

1. Summary of Attendee Evaluations
2. Comments about effectiveness of staff members
3. Lessons Learned; Recommendations for future events. This is arguably the most important section. What went right? What went wrong? What are your recommendations for the future.

11. The Evaluation is included as the final part of the Event Bible, so the first parts should be included.

**INITIAL EVENT PLANNING MEETING AGENDA**

**BASIC INFORMATION**

1. What is the name of the event?
2. What is the event (Describe what purpose it serves)?
3. What are the Date(s) & Time(s) of the event?
4. Who is the Committee Chairman, Event Advisor, Committeemen?
5. What Staff do you need, who are they, and when are you planning to request?
6. Who is the target audience for this event?
7. Where is the event taking place? Is the location booked?
8. Is there an alternate housing site? If so, where?
9. Is food going to be served? If so, what types of meals (lunch, dinner)?
10. Will there be supplemental entertainment? If so, what and where?
11. Are officials needed?
12. Will you need to purchase new supplies? What & how much?
13. Does the budget make sense?
14. What are the event goals established by the SMC?
15. What is your Event goal?
16. What is your Promotion Schedule?

**REVIEW OF PRIOR EVENT EVALUATIONS**

1. What are the attendance trends for this event? Accordingly, what is the projected attendance for this year?
2. What was the cost per person (youth, advisor, team, site, etc.)?
3. What were the total expenses? Total Income? Net?
4. What comments were made regarding areas for improvement or areas that were exceptional?
5. Does the event as it has been run in the past still make sense? Is it time to spice up or change the event to meet the changing times?

**INTERMEDIATE EVENT PLANNING MEETING AGENDA**

1. Updates
   1. Staffing
   2. Location(s) Booked?
   3. Food
   4. Supplemental Entertainment
      1. What
      2. Where
      3. Cost
   5. Officials (If Needed)
   6. Supplies
   7. Budget
   8. Event Goals
2. Promotion
   1. What has happened?
   2. What will happen?
   3. Have RMCs been promoting?
   4. When are calls being made & by whom?
3. Review Need to Know Packet Draft
4. Tasks to be completed...

**GO / NO GO MEETING AGENDA**

1. Updates
   1. Staffing
   2. Location(s) Booked?
   3. Food
   4. Supplemental Entertainment
      1. What
      2. Where
      3. Cost
   5. Officials (If Needed)
   6. Supplies
   7. Budget
   8. Event Goals
2. Promotion
   1. What has happened?
   2. What will happen?
   3. When are calls being made & by whom?
3. Review Event Bible
   1. Detailed Schedule
   2. Game Schedule (if applicable)
   3. Review Supply List
   4. Snapchat Filter (if applicable)
   5. Event Evaluation Forms
   6. Printing Needs