



Student Organization Event Planning Guide

Student Organization:			
Co-Sponsor (if any):			
Name of Event			
Date of Event		Location of Event	
Time of Event		Anticipate Attendance	
Primary Contact:			
Mobile #:		Email:	
Secondary Contact:			
Mobile #:		Email:	

Small Event	Medium Event	Large Event
<ul style="list-style-type: none"> • Approx. Budget = \$500 • Simple event logistics • No contracts needed 	<ul style="list-style-type: none"> • Approx. Budget = \$501- \$2000 • Some event logistic • Standard contracts needed 	<ul style="list-style-type: none"> • Approx. Budget = \$2000+ • Many event logistics • Several contracts needed

ADDITIONAL RESOURCES

GW Center for Career Services	Website: https://careerservices.gwu.edu/ Email: gwcareercenter@gwu.edu
SEAS Career Services	Website: https://careers.seas.gwu.edu/ Email: seascareers@gwu.edu
Center for Student Engagement	Website: https://studentengagement.gwu.edu/ Email: engage@gwu.edu
Student Org Resource Desk	Website: https://studentengagement.gwu.edu/manage-your-organization Email: orghelp@gwu.edu
SEAS Funding Request	Website: https://www.seas.gwu.edu/undergraduate-student-services-funding-request
SEAS Development and Alumni Relations	Website: https://www.seas.gwu.edu/development-alumni-relations-staff

BUDGET PLANNING

SMALL	MEDIUM	LARGE
4 weeks	8 weeks	12 weeks +

QUESTION	YES	NO	DEADLINE
Did you create a budget for your program?			
Did you include in your budget money for a tip or delivery charges?			
Do you need security?			
Do you need any rentals (chairs, tables, etc)?			

FACILITIES AND RESERVATIONS

SMALL	MEDIUM	LARGE
4 weeks	8 weeks	12 weeks +

QUESTION	YES	NO	DEADLINE
Have you submitted room reservation? Did you include set up and breakdown time?			
Have you created a list of equipment needed (i.e. A/V, tables, chairs, etc.) and requested? <i>Note: there may be additional costs associated with this request.</i>			
Is there any required university staffing (UPD, etc.)?			
Is food allowed in the room?			
Have you inquired about housekeeping?			
Will there be food? Are there any restrictions?			
Will there be alcohol? Are there any restrictions?			
Does your event conflict with a holiday or large-scale event?			

FOOD AND CATERING

SMALL	MEDIUM	LARGE
4 weeks	8 weeks	12 weeks +

QUESTION	YES	NO	DEADLINE
Have you decided on a menu?			
Have you made the proper food allergy considerations? (i.e. gluten free, peanuts, vegan, kosher)			
Have you ordered the food?			
Is the food being picked up or delivered? <i>Who is responsible for the food:</i> _____			
Are drinks included with the food being purchased?			
Do you have utensils, plates & napkins?			
Did you tell the vendor we are tax exempt?			

MARKETING PLAN

SMALL	MEDIUM	LARGE
4 weeks	8 weeks	12 weeks +

QUESTION	YES	NO	DEADLINE
Have you made a flier or poster for the event?			
Have you posted the fliers around school?			
Have you made a Facebook event?			
Do you have an RSVP list?			
Do you know an approximate number of how many people are attending?			
Have you notified The Engineer's Council of your event? (they can assist with marketing)			
Do you submit your event on various campus digital media?			
Do you have a social media hashtag?			

STAFFING AND VOLUNTEERS

SMALL	MEDIUM	LARGE
4 weeks	8 weeks	12 weeks +

QUESTION	YES	NO	DEADLINE
Do you need volunteers to assist your organization in running your event? (set up and clean up)			
If so, have you made a sign-up list? (i.e. Google Form)			
Have you sent a reminder email to all your volunteers?			

FUNDRAISING AND SPONSORSHIP

SMALL	MEDIUM	LARGE
4 weeks	8 weeks	12 weeks +

QUESTION	YES	NO	DEADLINE
How much money do you need to fundraise or receive sponsorship?			
Have you identified sources for funding?			
Did you reach out SEAS Office of Development and Alumni Relations?			
Did you reach out to SEAS and/or GW Career Center?			
Did you submit a SEAS Funding Request?			
Have you identified a list of companies that you would want to reach out to?			
Did you develop a fundraising plan?			