

# BRAINSTORMING DOCUMENT

Respond to the questions under each stage as you plan your event.

## Stage 1: Goals and Purpose

- What is the purpose of the event?
- Who is the intended audience?
- Use your knowledge of the purpose and audience to create a goal statement for the event.
  - For example: *This event will host a total of 100 people, including students and their family members, at a field day on the football field in the spring with the intention to build community amongst families at our school.*

## Stage 2: Logistics

### When and Where

- When is the event going to take place? Choose a specific day and time of day and explain the reasoning behind your choices.
- Where do you want the event to take place? How do you plan to reserve the space for the event? Who will you need to speak with to do this, and when will you need to speak with them?

## Advertising

- How do you plan to promote and advertise this event? Consider who your audience is and how you can reach them.
- What materials do you need to advertise the event?

## Activities and Decorations

- What activities will you plan for the event?
- What materials do you need for the activities?
- What decorations will you need? Do you already have what you need? Will you need to make decorations?

## Stage 3: Creating a Timeline and Delegating Tasks

Use the **Event Timeline** handout to assign tasks and organize deadlines.

On the timeline, identify the following for each task:

- Assignee: Person in charge of tracking and organizing the specific task
- Support: Any additional people that will help complete the task
- Due Date: The date by which the task must be completed
- Materials: Supplies needed to complete the task