[Insert Organization Name] [Example: Urban League Bay Area]

Event Name

[Insert Proposed Date and Time]

EVENT CREATOR

[Insert your Name here]

EVENT OVERVIEW

[What is the event about? If your event is a series, note that here and in the Details section, and noting how often the series takes place.]

TARGET AUDIENCE & DEMOGRAPHIC

[Note who the event is for and the demographics, as well as location. The question below is a drop-down menu. If there are multiple answers for one drop down, you can write it above the 'Age Range' Dropdown. Example: Youth & Parents]

Target Group(s):

Age Range: 0 - 18

Gender: Male

Location: [Particular County or City where you want the event to take place]

Specific Location in mind: (e.g. a church, community center, lounge in an apartment, UL Oakland Office)

Is this event for UL Members Only?

- Yes
- No

GOALS & OUTCOMES

1. [List 2-4 goals that we want from the event]
2. [Goals can be centered on attendance number]
3. [Knowledge that they can take away from this event]
4. [What do you want people to come away with after this event?]

Outcomes

[What was the result of the event?]

DETAILS

[Note specific event details and the rough agenda of the event. Include time. You can also list other potential dates here as well. If your event is a series, note that here and in the overview, and detailing how often the series takes place.]

AGENDA

[List the Agenda with Timestamps and what happens using the table below. Add as many rows as needed]

Time	Activity
5PM - 6PM	Network
6PM - 6:15PM	Welcome
6:15PM - 7PM	Programming
7:00PM	End

RESOURCES (EQUIPMENT, FOOD, DRINKS, ETC.)

[List the things you'll need such as a PA speakers, food, drinks, plates, microphones and so on. **Only check the box if you confirmed you have that item and you can even assign it to a team member**]

- Example 1
- Example 2
- Example 3

HUMAN RESOURCES

[List the things you'll need such as a guest speaker; if you want to partner with an organization, list the potential partnerships, and so on. **Only check the box if you confirmed you have that resource and you can even assign it to a team member**]

- Guest Speaker (Example)
- Partner with [Insert Organization]

MILESTONES

50%

What is needed and/or what has been done to reach 50% of the event completed?

100%

What is needed and/or what has been done to reach 100% of the event completed?

EVENT PLANNING UPDATES

[Use this section to provide updates leading up to the event/program. You can include meetings, chats, references to emails, and more that relate to the event]

MARKETING PLAN

[Please answer the following questions]

Does the event need a digital flyer? Select One

- Yes
- No

If the event needs a digital flyer, please describe to the best of your ability what the flyer should look like and include. If you need a physical flyer, please note that in the box below.

Does the event need to be advertised? If yes, please select which channels. If no, select "No".

- Social Media
    - Instagram
    - Facebook
    - LinkedIn
- Newsletter
- Website
- Print
- No

Does this event require paid advertising? If yes, please select which channels. If no, select "No".

- Instagram
- Facebook
- LinkedIn
- No

Do you need a professional photographer or videographer?

- Yes
- No

Do you need an event registration site or application form created? Please note whether the event is free or not.

- Yes, via Wix
- Yes, via Eventbrite or another event creation site
- Yes, Application Form (List application questions below)
- No

[Note is event is free or cost money; and whether members are free and public is cost]

WEBSITE & EMAIL PROCEDURES (CHECKLIST)

- Have thank you's prepared ready to go before the event

- Event confirmations set up (event/marketing checklist)
- Recaps prepared for post-events (If photos were taken)
- *Event feedback (Pending. DO NOT INCLUDE YET)*
    - *This is something that can be sent in the thank you email*

NOTE: ALL EMAILS/COMMUNICATION SHOULD BE SENT FROM [INSERT EMAIL] EMAIL

Information should be sent to Lauren when you are preparing the event so that this is ready to go.

Event Confirmation Email

[Insert information about the event details that will be sent when someone registers for an event on our website. Include the following: Intro, Location, parking details, start time]

Hello,

(**Intro**) Thank you for RSVPing for our [Event Name]! We are excited to see you tomorrow evening and want to share a few details with you ahead of our event.

Location: [*Redacted*]

Entrance Details: [*Redacted*] To gain access into the building, [*redacted*]. Security will then direct you to the elevator and correct floor number. You will see signage for our event!

Parking:

- Garage Parking: [insert information]

- Street Parking: [insert information]

- Public Transportation: [insert information]

Start Time: [Insert information]

Please let us know if you have any questions or concerns.

We look forward to seeing you tomorrow!

Warm regards,

Urban League Bay Area

Event Wrap Up & Thank You Email

Add Thank You Email Here:

[Insert a template for thanking people for attending the event. You can add information such as membership or upcoming events. Please see the example below:]

Hello,

We'd like to thank you for coming to our 2024 Women Leading the Way! We hope you enjoyed celebrating four amazing trailblazers creating change: Sonya Trac, Velena Jones, June Williams Glenn, and Ashlie Kego. It was a pleasure hearing their stories and how they go about making an impact in their day-to-day lives. Additionally, we hope you enjoyed the delicious food and drinks prepared by the amazing Chef Michelle McQueen and music curated by the wonderful DJ Black!

If you enjoyed this event and want to be more involved with the Urban League of San Francisco Bay Area, become a member today! Choose from one of our monthly membership offerings and receive premier benefits and access!

Upcoming Events: As we approach the end of April, we hope to see you at our upcoming events and programs! Our Municipal Fellows Program beginning in June is designed for those seeking to be future leaders of California. This 2-month long program is a comprehensive career development and executive leadership opportunity with a $2000 stipend for each Fellow. And our STEM Camp at UC Berkeley College of Engineering where students will do fun hands-on projects in Python Programming, Data Science and Artificial Intelligence is around the corner beginning June 10th! Apply to these programs today and stay tuned for our next newsletter for upcoming events in May and June.

- Municipal Fellows Program Application (Due May 13th)

- 4th Annual Engineering STEM Summer Camp Application

If you have any questions, please do not hesitate to reach out to us. Have an amazing weekend!

MESSAGING TEMPLATES

If you'd like, you can leverage Chat GPT or Bard (now Gemini) to create and edit messaging for the event that can be used for social media captions, newsletters, emails, texts, and more.

REVIEW

Once you have completed this proposal, please check the box below and notify [*redacted*] so that he can review, add the event to Asana, and work with [*redacted*] on approval. This ensures that your proposal is reviewed.

☐ Proposal Filled out and [*redacted*] notified

☐ After finishing, please ensure this proposal is within the [*redacted*] of our Drive.