

HEALTH EDUCATION INTERNSHIP PROGRAM

EVENT PLANNING GUIDE

- DEFINE CLEAR HEALTH MESSAGE
- HEALTH EDUCATION PRIORITIES ARE:
 - ❖ Distribute literature / basic info on topics, provide resources **based on best practices**
 - ❖ Co-sponsor with resources, target groups, others
→RHA, Greeks, EOP, other interns, Women's Center
 - ❖ Attract prospective interns
 - ❖ Reach maximum # of students with minimum \$ and time invested
 - ❖ Promote bonding, intern retention, leadership skills
- DEFINE CLEAR GOALS from Health Ed Goals and Objectives
(Overall purpose or aim)
- DEFINE ACTIVITIES TO MEET GOALS
(What activities do we want to include? What are objectives for each activity?)
- DEFINE SPECIFIC MEASURE OF EVENT SUCCESS
(Hand out 500 packets, have 75% of participants sign pledges)
- FIND CO-SPONSORS
(Collaboration with other campus groups highly encouraged)
- SECURE LOCATION
(Document details)
- CREATE BUDGET AND DONATION PLAN
 - Research rough estimates of costs for activities and materials
 - Meet with supervisor to create budget guide
 - Meet with OSL advisor to learn of funding requests, etc.
 - Create Budget Timeline in order to meet deadlines for funding requests
 - Approach various other sources for funding and co-sponsorship (given to you from your supervisor)
 - Approach businesses and campus facilities for donations of funding and equipment, raffle prizes, etc.
 - Document all contacts
- CREATE DELEGATION TIMELINE
 - Plot step-by-step backwards timeline from day of event
 - Delegate tasks to individuals and sub-committees
 - Set up regular check-in meetings with group and advisor
- CREATE MARKETING PLAN FOR EVENT
 - Make list of Target Groups
 - Invite other groups to table and support
 - Compile mailing list of student groups, departments, individuals to contact
 - Create specialized fliers or materials if appropriate

IMPLEMENT TIMELINE TASKS

- Invite Chancellor, Vice-Chancellor of Student Affairs, Dean of Students, Director of SHS, Director of HED, and supervisors to attend
- Design, Create, Distribute Promotional and Marketing Items
- Revise Timeline / Activities as necessary
- Verify Places / Dates / Times of Event, participants, promotion, etc.
- Prepare and purchase materials needed
(Including rented equipment at least 5 days in advance)
→ Save receipts and turn them in!
- Schedule Interns to staff preparations and event
- Schedule Coordinators to insure adequate leadership at event

- If a FUNDRAISER:
 - check-out cash box from Post Office
 - secure enough small change
 - Make note of profits, IOUS, etc.
 - Deposits Funds with OSL and AS accounts at post office

EVALUATE EVENT

- Write up a report of event (including copies of ALL forms and materials)
 - a. PHOTOS!!!!
 - b. Describe goals
 - c. Describe activity and success rate of each
 - d. Itemized budget
 - e. Sponsor contact information
 - f. Marketing (Sample PSA/letters to editor)
 - g. Specialized materials/fliers/posters/themes/hours
 - h. Fundraising report (recommendations)
 - i. Planning timeline
 - j. Feedback from invited guests, co-sponsors, participants, other intern groups, and your intern group.
 - k. Overall thoughts and evaluation
- Share feedback with Interns & Advisor

CLOSE OUT EVENT

- Write and distribute Thank-You letters to participants, invited guests, and co-sponsors as appropriate
- Request, receive and submit invoices from equipment rentals
- Request and receive balance of funds from OSL
- Return any borrowed equipment or materials
- Clean up Intern Storage Room
- Celebrate a job well done!