

Event Guides Tool

Host form data file
(.xml)

for...ml

Optional: Select Event
Category

Create Guides



Guide for Event Volunteers

Event Guide



BC & ALBERTA GUIDE DOGS

Host Information

Name	SFU Surrey	Contact	Jane Smith	E-Mail	janesmith@sfu.ca
Phone	604-123- 4567	Cell	778-123- 4567		

Event Information

SFU Bake Sale

Date	June 20th, 2020	Time	12pm to 2pm	Location	SFU Surrey Mezzanine
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Description Bake Sale

Schedule

11:30am	Meet with volunteers
11:40am	Set up
12pm	Bake sale starts
1:00pm	Volunteers switch
1:40pm	Reduced price
1:50pm	Last chance announcement
2pm	Clean up

Volunteer Duties

Set up/Clean up	Set up tables, transport baked goods from student vehicles
Cashier	Collect + count money
Seller	Give customer baked goods once sale is confirmed
Baker	Baking treats, bringing them to campus on the event day

Food/Drink Services

Cookies	\$1 to \$3
Mini-cupcakes	\$1
Cupcakes	\$1.50
Brownies	\$1.50
Buy 3 discount	-\$0.50

Guide for the Host

Event Guide



Promotion Resources

Promotion of your Event is important to ensure its success. There are a couple of simple steps you can take, to implement a successful promotional campaign.

Outreach

If you can email potential attendees, use an email series

- **Event Announcement** – This initial email serves as your Save the Date. Send this out to spread the word as soon as the date is nailed down, so your attendees can plan ahead.
- **Event Reminder** – When you have more of the event logistics solidified, send an email invitation that highlights the main attractions of your fundraiser to your supporters.
- **Last-Chance Email** – Create a sense of urgency with your subscribers to boost last-minute RSVPs.

Extend your reach with Social Media

Focus on visual content, which performs best on channels like Facebook and Instagram. Consider making a short Facebook Live video or Instagram Story to show how your organization is prepping for your big event.

Tip: Setting up a Facebook event can be a great way to send out invites and publish the event details.

You can also look for opportunities to repurpose photos from last year's event. Share a photo with a caption that

relieves a great memory, then encourage people to sign up for this year's event.

Encourage the community to amplify your promotion

Event promotion should be a team effort; the responsibility shouldn't fall on you alone. Send a quick email letting your community know how they can help you out. You can even draft some sample social media posts, so they know exactly what to share.

Ask your supporters to share your social media updates or forward your emails to broaden your reach to your target audiences.

For your reference: Event Details

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