



Grassroots Marketing Academy 2022

Workshop 2: Build Your Summer Events Calendar

Tools: Calendar Template, Resource Listing, Projected Impact Worksheet (this worksheet)

Directions: Working with your Resource Listing and your branch team, fill in your Summer Events Calendar Template with opportunities to engage your community this summer. Then, for each event listed, complete this Projected Impact worksheet to determine the projected impact of each event.

Note: You may repeat this exercise for any event opportunity you are presented with to determine whether it is an appropriate event for our Cause and delivers an appropriate return on investment. Present this document to your branch Executive Director in order to gain approval for event attendance. Schedule a follow-up date to submit results of the event and debrief on the impact and value of the event. As your Community Marketing Partner relationships grow and develop, you will likely be presented with more opportunities to engage outside our four walls!

Summary

Event Name & Brief Description (ie. Health Fair, Street fair, etc):

Event Date & Time (including Set-up & Break-down):

Location and anticipated audience (area & demographic):

How does attendance at this event serve our Cause?

Investment

Cost of event attendance:

Cost of Resources, materials needed:

Estimated cost of staff hours invested:





Opportunity

Anticipated Event Attendance size:

Anticipated # of table visitors:

Anticipated # of visitors who will share contact information & schedule a tour/visit:

Anticipated # of memberships enrolled as a result of this event:

Other benefits and estimated value:

Does this event offer any opportunities for Social Responsibility, volunteerism, or donor involvement or cultivation?

Does this anticipated outcome exceed the cost of investment?

Event Plan

Who will be the staff lead responsible for coordinating Y participation in this event?

What other staff will support?

What experience will be provided to engage attendees?

What method will you use to collect contact information and book appointments?

Date debrief and results will be reported to Executive Director:



