



EVENT PLANNING GUIDE

College Events

We love working with college students! College events are super fun, engaging and are a great way of rallying your campus around a specific cause.

THE HOW

This event can be co-produced with UWP or on your own with UWP support. Here are some key ingredients for successful college fundraising events:

- Having a dedicated team working with you to plan the event
- A specific goal - people will be more excited helping you fundraise for a borehole well repair that costs \$2,000 than an amount that isn't tied to a tangible impact
- A specific timeline - we love one-hour fundraising events or events that have that sense of "we have to make our goal before the end of the night!" They are fun, energetic and there is a real excitement in the room throughout the event that keeps people engaged

UWP EXAMPLE

WaterNOW

WaterNOW is an event that UWP developed to mobilize student groups on campus to fund a water project in just one hour. A few years ago, the Ecology Club at Roberts Wesleyan College in Rochester, NY wanted to fund a Rainwater Collection System for a school in Uganda. Following our event template, they chose a great location on campus with lots of foot traffic, worked with other clubs with shared values, got the word out by connecting with their professors to share the event with their students, and reached out to local businesses in their community to secure matches or in-kind donations for the event. The Ecology Club's passion was contagious. In just one hour, by encouraging people to reach out on social media, call their friends, and share what they were doing, they blew past their goal and raised \$10,800 - enough for three Rainwater Collection Systems! Their success largely came from having a core group of people in charge of planning the event and their ability to get people in the room.

Wells for Hope

Project Okello is a passionate student group at Grove City College in Pennsylvania that supports missionary and NGO partners in East Africa by hosting events, fundraising and raising awareness. Wells for Hope is a one-night event which started out similar to a WaterNOW and grew as the members of the club saw new ways to develop the event. First, they set an audacious goal - \$12,000 is the recent one to beat, then they get to work. Wells for Hope is a night where local businesses and student entrepreneurs donate and provide their products, student bands and artists sign up to play sets throughout the night, Project Okello members share about their experiences with UWP (some have been on trips to Uganda with us), and much more. They fundraise leading up to the event but aim to reach their goal before the event ends. It is an incredible night and works so well due to the delegation and participation of each Project Okello member and the way the group gets in front of event planning by reaching out to businesses for donation matches, sharing on social media, and engaging their campus. What started out as a UWP event, transformed (in large part to the initiative, vision, creativity and ownership of the Project Okello members) into a cherished annual event at Grove City College.



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HOW TO GET STARTED

For college events, we recommend a six-week planning timeline. We break down the major goals of each week below and will also provide a checklist for each week.

Week 1: Basic Logistics & Identifying a Co-host

You've decided to take the plunge and host an event, but you can't do it alone. Apart from kicking off basic planning like reserving an event location and picking a date, this week-- six weeks prior to the event-- is all about finding a club, Greek Life organization, sports team, class, or other group of students to act as your 'Number Two.'

The best way to find a good co-host is to think strategically about your goals for the event. Obviously raising money for clean water in Uganda is at the top of the list, but we've had some clubs that also wanted to promote diversity on their campus through their event, so they found a club that was very different from themselves to come on as their co-host. Other times, we've had clubs want to send a broader, unified message to their campus so they found a club that already had a vested interest in an issue connected to Uganda's water crisis, like an African student union, a social entrepreneurship club, or a women's club.

Once you've figured out your secondary goals for this event and identified a potential co-host(s), it's time to invite them to be involved in hosting the event. You'll want to run through this timeline with them to give them a sense of what they're getting themselves into. If they sign on to co-hosting the event with you, the last important step for this week is to work with each of the cohosts to set a financial goal with them-- i.e. "As a club, we want to contribute \$XX to the overall event goal of raising \$10,000-- that'll anchor their fundraising efforts and help keep themselves accountable.

Week 2: Mobilizing Clubs & Organizations

There are plenty of clubs and organizations on campus that will participate in your event if they don't have to carry the load, so this week is all about mobilizing and empowering these groups to help make your event a success. The first step is to go through your school's resident life listing to identify any student group that has any thread of connection to your fundraiser-- and we really mean *any* thread of connection. That includes obvious connections like "there's a good chance the water projects our fundraiser will fund will be installed in schools in Uganda, so any group on campus that is connected to education might be interested in joining." But you should also pursue less obvious leads like "tea is a major export of Uganda, so the tea club might be interested in helping out!" Once you have your list together, it's time to divide up the work and start reaching out to connect with these clubs and organizations.

Keep in mind that there's a difference between contacting and connecting. The former is impersonal and easily forgotten because it happens over text and email. The latter is memorable because it involves a live interaction, either face-to-face or over a phone call/video conference. We're not exaggerating when we say that your event will live or die based on the live connections you build over the course of 3-5 minutes, so be intentional about chasing people down and getting the opportunity to explain to them in person why their club or organization is connected to Uganda's water crisis and should come out for your fundraiser.

Week 3: Mobilizing Sports Teams & Greek Life



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Similar in strategy to Week 2, this week is all about getting your campus' sports teams (including intramural ones) and Greek Life involved in your event. The great thing is that many of these groups have some kind of community service component required of them, so be sure to appeal to that element of their organization or team. Draw up a list of all the teams and Greek Life groups on campus, divide up the workload among your host team, connect with them through a live interaction, and invite them to participate in your event along the same lines as you did during Week 2.

Week 4: Mobilizing the Academic Sphere

Begin this week by going through your school's course catalog and finding any thread of connection between UWP's work and the course content, reading list, etc. Divide up the list of courses among your team of hosts and have each person contact and connect with the affiliated professors. Your goal during these meetings will ideally be to get them to require their students to attend and participate in your fundraiser. If the professor doesn't get on board with that, however, the next best option is to ask him or her to offer extra credit to students who participate in your event. If that still doesn't work, ask the professor if they will encourage their students to participate in the event. When you're going through these meetings, be sure to compliment the course content prior to inviting the professor to do any of the above options...professors love flattery (we're only half kidding).

Week 5: Mobilizing the Local Community

At this point, you've been working hard for weeks to mobilize your school community, but now it's time to shift your attention away from your campus and onto your broader community. Your focus will be getting various local businesses and community organizations like churches, the Rotary club, etc. involved in your event. Since you've been working so diligently, it's a good idea to start to kick off this final stretch by re-stating your goal as the host team/group to remind yourself of what you're trying to accomplish and why it matters.

Once you've done that, it's time to dig deep and get back to work by reaching out to local businesses or groups and inviting them to either match what you as the host club are raising or contribute to a match. For instance, you as the host club might have committed to raising \$2,000 of the overall \$10,000 goal. In that case, invite local businesses or groups to match \$2,000 if you raise the full amount or commit to contributing any amount to that matching \$2,000. If they aren't ready to do either of those, then invite them to at least make a contribution that'll go toward your initial \$2,000 goal for the evening.

Week 6: Leading from the Front (Personal Fundraising)

On the night of the event, your team of hosts will be busy coaching and encouraging others in their fundraising efforts, meaning that there won't be a lot of time for you to be doing that yourself. For that reason, this final week before the event is all about getting you across your own personal fundraising goals so that, as the host team, you are freed up to help others do the same. Not to mention, because you'll have already crossed your own fundraising finish lines before the event even begins, you'll instill a sense of triumph and excitement among all the participants as they hear you announce what you've already accomplished for the overall fundraising goal!

The main objective this week is for everyone on the host team to set their own personal fundraising goals, which should add up to your group's combined goal that you set at the beginning of the planning process. Once set, each person should document their own goal and verbalize it so that they are held accountable by the other members of your group.



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As for the fundraising itself, you'll want to draw up a list of people in your life who care about you or this cause. Begin reaching out to them and (as always) try to connect with them through a live interaction, whether that's in person or over the phone/video conference. Since you'll want to try to get in contact with as many people as possible, though, it's also okay to do some of this fundraising by text. During the conversation, let them know what your goal is, why you care enough about Uganda's water crisis to organize such an audacious event, and how they can help you meet your own personal fundraising goal. Here's a sample script for that conversation:

"Hi Uncle Xavier, It's James. As part of the Astronomy Club here at Dartmouth, we've decided to shoot for the stars and are inviting our campus to come out and raise \$10,000 for clean water in Uganda in one hour next Thursday night. We're going to be helping all the other students reach their goals and so I wanted to get a jump start in raising my personal goal. I'm only \$300 away from my goal and I wanted to invite you to help me reach that goal by making a donation tonight. Will you help?"

If they say yes and want to donate, then great! If not, thank them anyway and let them know that when you thought of setting this crazy goal for yourself, they were one of the first people you thought of. Tell them that you'll let them know how the event goes and that if they change their mind, you'll send them a donation link anyway!

And that's it! These six weeks of planning will be a bit crazy, but absolutely worth it. Thank you for taking on this fundraiser and bringing Uganda's water crisis to your campus! You ROCK.

TIMELINE CHECKLIST

Week 1:

- ☐ Select a date for your event
- ☐ Reserve an event space on campus
- ☐ Identify the goals you want your event to accomplish on your campus
- ☐ With those goals in mind, brainstorm a list of potential co-host groups/clubs
- ☐ Connect *in person* with representatives of each of the potential co-hosts and invite them to participate
- ☐ Once they've signed on, work with representatives from each of the co-hosts to establish a fundraising goal for their groups. Have each co-hosting group write down their goal and announce it so they are accountable.

Week 2:

- ☐ Brainstorm any interests or causes that have even the vaguest connection to your fundraiser and UWP's work in Uganda. Here are a few examples to help you out: international business, agriculture, health, travel, human trafficking, etc.
- ☐ Go through your school's resident life listing of all the clubs and organizations on campus. Using the list you've generated, identify groups that are connected to those interests or causes.
- ☐ Divide up this list of groups among your team of hosts and have each person contact representatives of the groups to set up a meeting or phone call.



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- ☐ During your meetings or phone calls with each club or organization, explain why *they* should care about your fundraiser and invite them to participate in it by showing up on the night of the event.

Week 3:

- ☐ Draw up a list of all the sports teams, intramural teams, and Greek Life groups on campus
- ☐ Divide up the list among your team of hosts and have each person contact representatives of their groups to set up a meeting or phone call
- ☐ During the call or meeting, explain to them why their team or group should be involved, giving special emphasis to the community service tie-in. Invite each team/group to participate by coming out to the event and helping to fundraise that night.

Week 4:

- ☐ Begin by going through your college's course catalog and finding any courses that have even the vaguest connection to your fundraiser.
- ☐ Once you've compiled that list, divide it up among your team of hosts and have each person connect with the professors of the courses they've been assigned.
- ☐ During your meetings with the professors, pay their course content some compliments, tell them how it connects to the event, and invite them to do the following (in this order):
 - ☐ Require their students to come out on the night of the event
 - ☐ Offer extra credit to students who come out to your event
 - ☐ Encourage their students to participate in the event

Week 5:

- ☐ Identify local businesses and community organizations that have some kind of connection to you, your fundraiser, or UWP's work
- ☐ Divide up these businesses and organizations among your team of hosts and have each person connect with them
- ☐ During your meetings with the businesses and organizations, invite them to do the following (in this order):
 - ☐ Match your host team's fundraising goal, if successfully raised
 - ☐ Contribute to a match of your fundraising goal
 - ☐ Contribute any amount to your fundraising goal for the evening

Week 6:

- ☐ Have all the individuals on the host team set personal fundraising goals for themselves, totaling up to your team's overall fundraising goal. Each person should tell the group and document their goal so everyone can be held accountable.
- ☐ Create a list of people who you're connected to and begin calling or messaging them, asking them to contribute to your personal fundraising goal.
- ☐ Cross your fundraising finish line and celebrate!