



HOW TO GUIDE TO HOLD A COMMUNITY EVENT

1. Identify why you want to hold a community event?

Why: _____

2. Identify what kind of event you would like to have;

Free surf day Partner with local business Charity event Other

Details _____

3. Identify how the program will be funded;

Volunteer/donations Self-funded Surf for Life funding (if suitable)

Combination Other _____

4. Identify your main target audience in the community (parents, families, tourists, children, special needs etc.)

Target audience _____

***Ensure** the event is suitable for the target audience and make any changes if necessary

5. Identify who you will need to contact to be involved with the event (parents, children, groups, local businesses, coaches) and their role

Who	Role	Contact details

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6. Identify your ideal program specifics, limitations and other details to provide on initial contact;

- Date: _____ Location: _____ # of participants: _____
 Event length/times: _____ Costs (if applicable): _____

7. Contact the parties involved as found above at **step 5**

- Follow up with an email including all the information they will need and specify a follow up date to confirm their roles
- Ensure you follow up within an appropriate time frame (in a polite and assertive manner)
- Ask if there is anything you can do to assist

8. Promote the event to get maximum exposure on;

- Social media Surf school website Local businesses
 Newspaper Flyers Other _____

9. Finalise the program

- Ensure all promotional material or documents are prepared prior to event
- Ensure coaches are aware and available where needed
- Confirm program with all parties Share the stoke with your community

10. Host the event

- Be sure to promote your programs Build relationships and invite participants back
- Provide incentives to be involved with your surf school Give some sort of value for free