



## 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

## HOW TO GUIDE TO HOLD A COMMUNITY EVENT

**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