

ELEVATION OUTREACH



The best days to plan events are Saturday, Tuesday, Wednesday and Thursday.



Events at locations more than 20 minutes from a campus are more difficult to fill.



Events lasting 3 hours are ideal. Events over 4 hours should be split in two.



BEST TIMES OF DAY FOR EVENTS:
Early Morning: 6:00AM - 9:00AM
Lunchtime: 11:30AM - 1:00PM | **After:** 5:30PM
Saturday: Anytime | **Sunday:** After church



Free events are AWESOME. Events less than \$30/Volunteer will be considered; Events that are more than \$30/Volunteer will need to provide substantial impact to the community.



If it would be dangerous for a volunteer to do — let's not do it.





Events that are ongoing are a great way to plug in volunteers. For example, volunteers serve dinner at the Ronald McDonald House every day. Acquire those types of events in addition to special events.



FAMILY FRIENDLY EVENTS = Events that include toddlers through 5th grade kids who will serve with their parents.

Family Friendly Event Hack: You can add kid friendly activities to an event to open up opportunities for families to serve together (i.e., crafts, cards, packaging products).

GOOD IDEAS	BAD IDEAS
<ul style="list-style-type: none"> - Painting - Activities with kids - Activities with seniors - Cookouts - Light landscaping - Light handiwork - Social events 	<ul style="list-style-type: none"> - Plumbing - Electrical work - Unsupervised work projects - Installing carpet/flooring - Lion taming
	

COMMUNICATION IS HUGE.

- Explain up front how the process works with your organization so they can expect to know if/when the event has been approved.
- Never tell your organization that an event is a 'go' until the event is "approved" in Optimus. Until then - it's "pending."

KEY ELEMENTS to planning a successful event, not just running it.

- Explain our vision and process to the organization in the first conversation.
- Clarify everything - "Here is the intent of the event and exactly what we'll be doing. That sounds right to you?"
- Develop effective communication with your organization contact. How can you best get in touch with them leading up to the event for questions?
- Make sure someone is on site at the event from the organization.
- Direct unsettling or tough questions to your Coordinator or Director.
- Take ownership of getting what you need for your events - if you can't pick up resources or be there, make sure that the details are still taken care of.

EVENT PLANNING TIMELINE	
Coordinator Review	2-3 Days
Central Teams	
-Project Manager Review	3-6 Days
-Event Planner Preparation	
-Hospitality Team Preparation	
Director Review	2-3 Days
Estimated "Pending" Review Edits	1 Day

Minimum = 8 work days | Maximum = 14 work days

Remember: The more complex the event, the longer turnaround time we'll need to get it approved and prepare for it.