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## Planning Events



[Download this resource](#) <sup>[1]</sup>

### Workplan

When planning events and projects as a GSA, it will be helpful to create a "workplan." This document will cover details of the planning process and designate responsibility for different tasks. Taking the time to make one at the outset will help your group stay organized and focused. This document will also address issues that your GSA should keep in mind while planning your project or event.

***Create a workplan using our Event/Project Planning Worksheet:***



## Event/Project Planning Worksheet

<b>1. Event:</b>		<b>2. Date of the event:</b>	
<b>3. Goals:</b> (Broad things you are working toward)		<b>4. Objectives:</b> (concrete things that this specific project will accomplish)	
<b>5. Strategies:</b> (Note all the strategies/steps, the completion dates for each step, and who will be responsible for reach step)			<b>6. Materials</b>
<b>Strategies/Steps</b>	<b>Completion Date</b>	<b>Responsible</b>	
<b>7. Evaluation:</b> (a description of how the project/event will be evaluated and who will conduct and analyze the evaluations)			<b>Optional</b> (Calculate Profit for Fundraisers)  $\frac{\text{money earned}}{\text{amount spent}} = \text{PROFIT}$

For more information and resources for Gay-Straight Alliances, contact GSA Network: [www.gsanetwork.org](http://www.gsanetwork.org), ph: 415.552.4229

[2]

1. Give your event a name! *You can change it later if you need to.*
2. Set a date. *\*Pro-tip: Setting a date, even if you're not sure, will help you plan your next steps.*
3. Set some goals to help guide your focus.
4. Objectives are more specific and help make sure you're on the right path. Make sure these are as specific as possible.
5. Using the date and objectives, put in some steps to get your there, when they should be completed, and who is making sure they get done.
6. List all the materials you will need for the project/event and who is responsible for getting them. *\*Pro-tip: find out if anything can be donated*
7. Make sure you evaluate the project/event when it's over. This can help you decided how to do it better next time, or help the next group of GSA leaders.

## Strategies

### **Advertising**

When advertising for your project/event, don't just announce it to your GSA. Think about other audiences who might be interested in attending. For example, invite other diversity or civil rights

groups on your campus. In addition, keep staff, faculty, and administrators in mind. Your project/event may be a great way to educate them.

### ***Co-Sponsorship***

Joint projects are a great way to develop relationships with other groups and build allies. Approach various groups and see if they want to be involved in putting on a project/event that addresses issues you are both dealing with. Keep in mind that there are several ways for groups or individuals to help co-sponsor your project/event. Money is an obvious method of contribution, but groups may also help with flyering, poster making, making copies, or volunteering at the event. Above all, make sure to be fair when distributing the credit - be sure to recognize everyone who participated.

### **Accessibility & Wellness**



[3]

### ***Wellness***

As you're planning your event or action, make sure you remember that in this fight we have to take care of ourselves and our community members. Wellness can include a wide range of topics, but during events always make sure you have the basics of food, water, and care. Our [TRUTH Project](#)

[4] has created a resource list for ideas on how to meet all of those. ([ourtranstruth.org](http://ourtranstruth.org) [5])

### ***Space/Location***

This one is important for obvious reasons - you want a space where people will safe attending your project/event. However, you also want to think about whether the location is accessible to various people. Is it in a place that is easy to find? What about wheelchair accessibility?

### ***Hearing Impaired***

It is important for us to remember that the LGBT community includes people from all backgrounds and abilities. Do some research on your campus to find out if there is anyone who knows sign language who can volunteer their time. Having a signer at your project/event is an important way to be inclusive of the deaf community. Depending on the event, you may want to get a manuscript of the performance ahead of time to make it easier on the interpreters.

### ***Language***

Language is a common barrier that students face at their school. Make sure your flyers are translated into multiple languages to reach a broader audience. Collaborate with other clubs on campus to help bring in bi-lingual speakers or have bi-lingual students be able to translate at the event. If you are showing a video, make sure it has subtitles in other languages.

### ***General Access***

There are many things to keep in mind to be sensitive to the socio-economic diversity in your GSA and community. Recognize that people have varying access to resources including money, cars, computers, etc. Make sure that your project/event is accessible through public transportation. In addition, try to coordinate carpooling. When deciding on the cost of your project/event consider a sliding scale. For example, students pay less than adults or you can ask patrons to pay what they can afford. Of course, you can always try to do enough fundraising so the event is free!

### **Evaluation**

It is always a good idea to evaluate your project/event. Not just to see if people enjoyed it, but also as a way to measure the diversity of the issues and communities you address and represent. Take the evaluation seriously. It is a great way to look at the work you are doing and to get input and feedback from your audience. Upon looking at the evaluation results, ask your self the following questions: How diverse are the projects/events we are hosting? Are we reaching any new audiences? What topics haven't we explored?

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**Source URL:** <https://gsanetwork.org/resources/gsa-actions-events/planning-events>

### **Links**

[1] <https://gsanetwork.org/files/resources/how-to-plan-an-event-v4.pdf>

[2] <https://gsanetwork.org/files/resources/Event-Project-planning-worksheet.png>

[3] <https://ourtranstruth.org/>

[4] <https://gsanetwork.org/new-trans-youth-storytelling-platform>

[5] <https://ourtranstruth.org/resources/>