

Education Celebration Planning Guide

The Basics: Three Steps

- 1. Decide on an event! Here are some ideas our supporters have already tried or that our staff recommends, but don't limit yourself to these options.**
 - Barbecue
 - Potluck
 - Pizza Party
 - Cocktail Party
 - Bar Event
 - Coffee Shop Event
- 2. Set a goal! It will be even easier to rally your network to support classrooms in need if you set a target for your event.**
 - Dollars raised
 - Projects funded (if you're a teacher or represent a school, you could set a goal to fund specific projects for your students)
 - Students helped
 - Number of donors or donations
- 3. Prepare for your event!**
 - Create a GivingPage on our website to identify projects you'd like to support with your event. You can find instructions in the Education Celebrations toolkit.
 - Invite guests and share your GivingPage so that even folks who can't attend can still help you reach your goal.
 - Check out the rest of the Education Celebrations toolkit of resources to help you show guests what they can do for public school kids through DonorsChoose.org.
 - Read on for event planning tips and ideas for running the event.

Sample Event Checklist

If you're an old hand at planning parties, go forth and make it happen! But if you need help getting started, here are some tips from the event planning pros at DonorsChoose.org.

- **3-4 Weeks Before Event**
 - Decide on the type of event, location, and the date/time
 - Create a Giving Page on our website
 - Send invitations
 - If you're not a teacher, do you know a DonorsChoose.org teacher? Think about inviting a teacher to your event to help tell the story and describe his/her experience.

- **2 Weeks Before Event**
 - Review RSVP List and contact guests who haven't responded
 - Share your GivingPage with guests who can't attend and let them know they can still help public school kids in need by supporting a project
 - Plan snacks, drinks, and sort out any other logistics regarding the event location
 - Think about activities or stations you may want at your event (e.g. donation station with a computer and instructions; student feedback station with sample letters and photos; video/slideshow station where guests can learn about the DonorsChoose.org story)

- **2-3 Days Before Event**
 - Print materials from our toolkit like nametags, flyers, donation instructions, etc.
 - If you'll be displaying our videos or slideshows, do a test run with your computer and any equipment you'll be using such as a TV or projector
 - Prepare your event agenda (see below for a sample agenda)

- **Day-of Event Setup**
 - Welcome station with materials such as flyers, name tags, sign-in sheets
 - Computer connected to a TV or projector to display video or slideshows about DonorsChoose.org
 - Set up any stations you might want such as a computer to make donations, samples of Thank-You Packages you've received, etc.

Sample Event Agenda

The day of your Education Celebration has finally arrived! How are you going to encourage guests to take action to help you reach your goal? Here are some ideas from our team.

Once guests have arrived, spend 10-15 minutes introducing the event.

- Talk about why you've hosted an Education Celebration. You can use the talking points available in the Education Celebrations toolkit to help describe the need in public schools and the opportunity to help through DonorsChoose.org.
- Tell YOUR story:
 - How did you learn about DonorsChoose.org and what have you experienced?
 - Why are you excited to share DonorsChoose.org with your guests?
 - Talk about the goal you've set for your event and encourage guests to help reach the goal.
- Show our online video (available at <http://www.youtube.com/watch?v=pSAEEI0zljg>) describing the origins of DonorsChoose.org, how it works, and testimonials from teachers and donors. Alternatively, you could have the video set up in a separate space where guests can watch throughout the event.
- Direct guests to any materials or stations you've set up so that they can learn more and take action.

Before guests leave, make sure they have a take-away. Suggestions:

- Make an announcement updating guests on progress toward your event goal.
- Tell one final story about the impact of DonorsChoose.org.
- Have flyers or other materials ready for guests to take home with them as a reminder to take action.