

This is simply a tool to help you in your brainstorming process. If you have questions and/or want to talk to someone about your event ideas, contact the Brain Injury Association of Michigan at (810) 229-5880.

PREPLANNING QUESTIONS:

THE EVENT:

Is it manageable?
Is it something you will enjoy working on?
How many people will need to be invited?
Is it interesting?
Will people want to support it?

VENUE:

How much is it going to cost?
Is it accessible for people?
Does it have ample parking?
Is there a cost for parking?
Does it have or need a liquor license?

SCHEDULING:

Who is the target audience?
When will the event take place? Date & Time?
What is the best time of year for this event?
Will it conflict with other events during that time?

EQUIPMENT & STAFFING:

How much help will you need?
Will you need to hire or rent equipment/staffing?
Who will recruit & organize your volunteers?
Where will you get help from?

MONEY:

What will the expenses be?
How are you going to cover expenses?
How are you going to raise money?
What is your fundraising goal?
How will you collect money?

INSURANCE:

Will you need insurance for the event?
What will you do in case of inclement weather?

KEEPING IT LEGAL:

Do you need to notify local police of the event?
Do you need a license or a permit?
Do you have written permission from the charity?

PUBLICITY:

Will you need to produce flyers, posters, tickets?
How will you promote the event?
Do you need a photographer?
Will you be contacting any local media/press?