

6 TIPS

For Planning a Successful Cultural Activity

1. IDENTIFY A NEED & HAVE A CLEAR GOAL

Our event/activity will (choose one or more):

- Increase awareness of an existing cultural program, service, venue or experience;
- Attract and involve new participants or members;
- Bring the community together to celebrate or plan; and/or
- Advocate for change.

2. DESIGN TO ENGAGE PEOPLE

Our event/activity will:

- Be interactive;
- Be hands-on;
- Include take-aways (creative or Calls to Action); and/or
- Be innovative or offer a new twist.

3. PROVIDE A CLEAR DESCRIPTION

Our event/activity will:

- Have an interesting and descriptive name;
- Include attendance details like location, times, accessibility info;
- Give a good reason why people should attend; and
- Identify who might be interested.

4. FOCUS ON PROMOTION

Our event/activity will:

- Have a clear and concise message that can be shared;
- Identify target audiences/attendees;
- Select key paid/unpaid advertising opportunities;
- Promote through social media;
- Engage networks to get message out;
- Include info in community calendars and online event sites;
- Invite dignitaries; and/or
- Engage the media with news releases or direct calls.

5. ACCESS FUNDING

Our event/activity will:

- Find the right grant program;
- Clearly state what we hope to accomplish with clear goals and objectives;
- Explain why it is important now;
- Provide a clear program description;
- Identify partners;
- Identify community support, including volunteers;
- Provide a budget: expenses and revenues (cash and in-kind); and
- Identify how you will evaluate your success.

6. FOLLOW-UP WITH EVALUATION

Our event/activity will:

- Identify indicators of success: participants, change, etc.;
- Ensure photos are taken;
- Collect email address for future follow-up;
- Survey attendees;
- Share success stories;
- Make after-event connections; and
- Use information learned to adjust for next time.

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FUNDING PROVIDED BY
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