

## ARM EVENT PLANNER

You can create events on the ARM website by going to <http://www.republic.org.au/events> and clicking on "[Host your on event](#)"

Otherwise please submit this form two weeks prior to your event to [national.organiser@republic.org.au](mailto:national.organiser@republic.org.au)

Event organiser (name and mobile)	
Description of event	
What is the purpose of your event?	
What social media content will generate?	
Event goals <input type="checkbox"/> membership signups <input type="checkbox"/> supporter data <input type="checkbox"/> fundraising <input type="checkbox"/> other .....	
Target for new supporters reached	
Your strategy for capturing new supporter contact details	
Date and time of the event	
Venue	
Promotion support required <input type="checkbox"/> save the date <input type="checkbox"/> bulk email <input type="checkbox"/> social media	
Local media interest	
Ticketing support required	
Your fundraising target	
Event budget <input type="checkbox"/> permit <input type="checkbox"/> deposit <input type="checkbox"/> cash float <input type="checkbox"/> AV equipment <input type="checkbox"/> other	
Fundraising strategies <input type="checkbox"/> donations <input type="checkbox"/> ticket sales <input type="checkbox"/> raffle <input type="checkbox"/> silent auction <input type="checkbox"/> merchandise <input type="checkbox"/> other	

Event Profit & Loss	
Requirement for ARM public liability insurance?	
Marketing collateral required <ul style="list-style-type: none"> <li><input type="checkbox"/> banner(s)</li> <li><input type="checkbox"/> t-shirts</li> <li><input type="checkbox"/> corflutes</li> </ul>	
Post-event evaluation	

ARM Event Planner - Explanatory Notes	
Event organiser	Identify an ARM member to be the event captain with primary responsibility for the event, managing volunteers and reporting back. If the member is not on a Branch Council, nominate a liaison who is.
Type of event	E.g. fundraiser, information stall, forum, members social get together, etc
Event goals	The primary goals of ARM events are to sign up new members and to raise campaign funds. Secondary goals include media coverage and member engagement
Target audience	Will your event be attended by current members/supporters/new members/the general public?
Date and time	Please specify time zone
Venue	Please provide a full address
Promotion support required	Think about how much notice we need to give for your event and whether direct mail, Facebook, Twitter or a combination will best reach your target audience.
Local Media	Is there something newsworthy about your event? Do you have local media contacts?
Ticketing support required	Note that the ticketing system must be set up before any publicity other than a "save the date" message.
Event budget	The ARM aims to keep events cost-neutral because of the large quantity held across the country. Although the ARM can reimburse organisers for small amounts on approved events, organisers should think of ways to raise money and seek in-kind support. For any questions please contact <a href="mailto:exec.officer@republic.org.au">exec.officer@republic.org.au</a>
Fundraising target	Not including membership signups
Fundraising strategies	
Is evidence of public liability insurance required?	Check whether a general certificate is sufficient or whether your event must be named on the insurance certificate.
Social media contact -	Images - please promptly forward images to <a href="mailto:national.organiser@republic.org.au">national.organiser@republic.org.au</a> Timeliness - Twitter requires contemporaneous images, there is less urgency with Facebook. Think about lighting, composition, logo/branding and ask permission to use. More tips: <a href="http://bit.ly/114MZU5">http://bit.ly/114MZU5</a> Hashtag/Host accounts - does your event or the umbrella event it is part of have social media accounts and/or a hashtag?

Marketing collateral	Contact Branch Convenors first to see what is locally available. <a href="#">Membership forms</a> <a href="#">Campaign flyers / brochures</a>
Evaluation	Please take a few moments to identify how you will know your event has been successful.