

EVENT PLANNING 101

01

DEFINE YOUR IMPACT

What change are you trying to make? Think high school outreach, community education, campus advocacy, or chapter building.

DECIDE YOUR EVENT

Think a guest speaker event, a campus 5K, a local screening event, or a diabetes-themed prom!

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ALL IN THE DETAILS

Identify the event lead, decide who to invite, set the date, outline key steps, note support needed, and delegate tasks

BUDGET & SUPPLIES

Break down your expenses. Think food/snacks, venue fees, giveaways, marketing, and more. Don't forget to apply for a chapter grant from The Diabetes Link!

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GET OTHERS INVOLVED

Delegate tasks. Who is reserving space, creating promo, buying supplies, managing guest logistics, running the event, etc.

SPREAD THE WORD

Use social media, flyers, tabling, and word of mouth! Don't forget you have access to The Link's Canva templates to make promo materials.

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MAKE TIME TO REFLECT

You did it! What went well? What did you learn for next time? Collect emails for post-event outreach, track funds if fundraising, and note testimonials and key wins to celebrate and improve future events.



NEED SUPPORT, INSPIRATION, OR IDEAS? VISIT THE CHAPTER EVENTS CHANNEL ON [DISCORD](#) AND CONNECT WITH THE CAMPUS COMMUNITY!