



Event Planning & Advertising

Student Org Workshop #2



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Beginning the Planning Process



Questions to Consider

- What is the purpose of your event?
 - What type of activities will you be doing?
 - Brainstorm! Art workshops, panel discussions, cooking nights, reading discussions, etc.! All of these are great ways to engage with your groups!
 - Who is the event intended for?
 - Will it be accessible?
 - How will you make your event inclusive?
 - When will it take place?*
 - What will you need for the event?
 - What support will you need from Student Engagement? Let us know ahead of time!
- 

*It is important to begin planning your event ahead of time to avoid last minute stress



More Questions to consider

- How large is your event?
 - There's a difference between having a closed event, an open campus event, and a community-wide event!
 - Closed Event: Closed members of the club
 - Open Campus Event: Any member of the campus can join
 - Community Event: Event is open to people outside of the college
- Where do you want this event to take place?
 - If your event is smaller, there are so many options on both academic and residential sides! For large events, you'll want to consider Smith Hall, the Chapel, or Council Chambers.
- Are you going off-campus?
 - If you're going off-campus, what's your mode of transportation? You may have to fill out a [gas-mileage reimbursement form](#) if you're using personal vehicles. If your event is an L&C-sponsored event, you need to get certified by the college to drive.



Types of Events

Movie Night



Travel

Fundraiser



Fun Event

(Both small and large-scale)

Inviting a Speaker



Collaborative Event

Logistics

Inviting a
Speaker/Performer

Reach out to the speaker to determine availability, then come to us to assist you with the rest of the process. In order to pay the speaker/guest, they must fill out a W9 or W8BEN

Reserving a Space
on Campus

Fill out the Event Planning Intake Form
OR
email us!

AV
Needs

Need sound at your event? You can request audio equipment through Conferences & Events

Food

You can request catering through the Event Planning Intake Form
OR
Reserve the P-Card with us to order food ahead of time





Paperwork

Expense Reimbursement/Check Request

Use this to get reimbursed for an expense that you paid for OR to request a physical check for an independent contractor or outside organization. If you are paying an outside contractor or organization, an itemized invoice is required.

Travel Request & Itinerary Form

Fill out this form AT LEAST 3 weeks in advance to request travel for your org. This process takes a while and sometimes it cannot be rushed.

Liability Waiver Form

Fill this out if you are traveling. It acknowledges the risks associated with travel and releases liability from Lewis & Clark.

Purchase Card Request Form

Use this to request a time to use the p-card to make a purchase for your club and avoid the reimbursement process.

W-9 or W-8BEN

This is required to pay any guest speakers or performers who present at an event your club plans.

Performance Agreement

This must be completed by any guest you are inviting to campus. This form must be submitted AND approved by our office in order to begin advertising your event.

All of these forms can be found on our website!



Insert date you are filling out the form

Fill out this line with the LC ID# of the person getting reimbursed if they are a part of the LC community. If not, leave blank.

Place the name of the person or outside organization that is getting reimbursed here

Provide the reason for the purchase here. We need this to verify that the purchase meets our reimbursement criteria

Insert the total reimbursement amount here

Insert the account number of your student org here. If the money is coming from multiple accounts, put both account numbers here. If you do not know your account number, contact Student Engagement

Select the method you would like to get reimbursed/pay someone else. E-checks are only an option for LC community members who are enrolled in direct deposit through WebAdvisor

Lewis & Clark College
Office of Student Engagement

Student Organization Expense Reimbursement Form

For Student and Departmental Account Services Use ONLY:

AMOUNT REPRESENTATIVE'S INITIALS RECIPIENT'S SIGNATURE

- Date _____
- Please make sure that your student organization's Finance Contact reviews and signs off on the form before it is submitted to the ASLC Treasurer.
 - **Information must be submitted to the ASLC Treasurer no later than the ASLC Finance Committee Meeting.** After the ASLC Treasurer verifies fund availability and information provided with the Director of Student Activities the form will be forwarded to the representative of the Dean of Students for final review, signature, and then submission to the Business Office for processing. Don't forget that your organization's Finance Contact, the ASLC Treasurer and the representative of the Dean of Students must sign off all forms in this order before they can get submitted to the Business Office and processed.
 - In addition to a detailed receipt, under purpose of reimbursement you must include a complete description of why the expenditure was incurred on behalf of your student organization. Also, on the back on this form, you must include the number of and names of attendees at your event (a sign-in sheet is acceptable).
 - Drivers (who are cleared to drive by the College) will be reimbursed based on mileage. Mileage reimbursement descriptions should include, location of origin, destination, and calculated mileage distance as well as the date and purpose of the related trip. Mileage reimbursements are based on the IRS published mileage rate. Please use the back of this form if necessary. A driver expense reimbursement worksheet can be found under the resources tab at go.lclark.edu/activities (don't forget to attach the worksheet to this form).
 - Reimbursement request must be submitted within sixty (60) days of incurring the expense.
 - Reimbursement checks (over \$50) will be available for pick up from Student and Departmental Account Services on Friday afternoons after 1pm.
 - E-Check reimbursements will be deposited to the bank account you have recorded on WebAdvisor.
 - Do not sign any performer contracts! All contracts must be reviewed, approved, and signed by the Director of Student Activities.
 - Payments to independent contractors (i.e. honoraria, payments to individuals for services, performers, etc.) require a signed IRS Form W-9 and the appropriate contract, performance agreement, or invoice must be submitted with this request. The Director of Student Activities is available to assist you with this.
 - Please consult Student Activities to arrange payments to students who perform or provide a service.
 - The student organization reimbursable expense policy and procedure can be found under the resources tab at go.lclark.edu/activities.
 - Remember, reimbursement payments will not be issued unless all original itemized receipts, invoices, or other supporting documents are attached.

Payee (person getting reimbursed or paid) L&C ID Number _____ (only for L&C Students, Faculty, or Staff)

Payee Name (person getting reimbursed or paid) _____

Address _____

Purpose of reimbursement _____

Amount \$ _____ Organization Name _____

→ CERTIFICATION OF PAYEE (person getting reimbursed or paid) - REQUIRED ONLY FOR REIMBURSEMENTS OR PAYMENTS FOR L&C STUDENTS, FACULTY, OR STAFF:

I hereby certify that all expenses on this reimbursement request were incurred for approved Lewis & Clark student organization purposes and have not been previously submitted. All expenditures were made in accordance with ASLC, Student Activities, and College policies.

Certification Signature _____

Authorizing Signatures

Organization Finance Contact _____

ASLC Treasurer _____

Dean of Students Representative _____

Account Numbers

300 - - - - - 2190 Debit \$ _____

300 - - - - - 2190 Debit \$ _____ (if multiple accounts are to be charged)

Payment Method (select one)

Reimbursements equal to or less than \$50 will be issued in cash at Student and Departmental Account Services.

Cash* _____ for reimbursements equal to or less than \$50

E-Check _____ bank information must be recorded on WebAdvisor for this option

Mail to Above _____ off-campus address only for independent contracts and vendors

Pick up check* _____ Phone number _____ Email _____

* Both cash and student check pick up are at Student and Departmental Account Services.

For Business Office Use ONLY:

BY _____ VOUCHER DATE _____ VOUCHER NUMBER _____

CASH APPROVAL _____ After obtaining authorizing signatures above, take this form to Student and Departmental Account Services for your cash.

Revised: 6/19/19

Insert the address of the person or organization getting paid. This is especially important if you are sending a physical check. If you request a physical check and there is no address, the check cannot be sent and we will send this form back to you to complete.

Insert the name of your student org here

The person who is getting reimbursed must sign here ONLY if they are an LC student, faculty, or staff

Your org's treasurer must sign here. If you are the treasurer and you are the person getting reimbursed, another leadership member (Chair or Vice Chair) of your club must sign here.

Write the amount that is coming from your student org account (this is usually the total reimbursement amount)

Paying for the Event

01

Your Club Budget

Can your organization cover the entire event budget?

02

Other Clubs

Would other clubs be interested in collaborating with this event?

03

CAB or ASB

Campus Activities Board or ASB might be interested in collaborating with you.

04

Offices or Departments

Don't be afraid to reach out to offices or departments on campus!

How to Advertise

* POSTERS

- You can print out posters using your student organization budget through the Student Resource Lab in the library.
 - Posters in Templeton must be approved by the Student Engagement Office **before** they can be posted.

* SOCIAL MEDIA

- Create Social Media posts through Canva.
 - You can direct message other clubs on campus to post about your event.
- If other clubs or departments, make sure to tag other Instagram accounts from campus!

After the Event

1

Clean Up

If you're using a space,
leaving it how you
found it.

2

Ask: What went well?

Debrief with your co-leaders
and reflect on the event. You
could even send out a survey to
participants afterwards!

3

Post Pictures

Post pictures of your
events to your social
media!



BRAINSTORM AN EVENT

Pumpkin carving event for Halloween

- What steps should we take to make this happen?!

BRAINSTORM AN EVENT

Pumpkin carving event for Halloween

- **Planning event timeline** → what is it going to look like? How many people are we hosting? How many pumpkins will we need? → research & communicate to have a rough estimate of budget
- **Community outreach** → does your org want to collaborate with other organizations?
- Fill out the **[Event Planning Intake Form](#)** or email **events@lclark.edu** to reserve an event venue
- **Schedule an appointment** with Student Engagement to make necessary purchases
- **Advertise!** Make a poster for the event and post it to Instagram. Ask other student org profiles to boost your post :)
- **Assign tasks to org members.** Set up for your event and invite people to join
- **After the event** → make sure to clean up! Leave everything the way you found it! Ask attendees what they would like to see next!

THANKS!

Questions?
studentengagement@lclark.edu

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**