

10 Tips to Planning a Successful Activity

Once you've decided what road safety event to organize, it's time to make it happen. Here are our top 10 tips:

Develop a team

You can't make roads safer all by yourself. Having a team of people with clearly defined roles and responsibilities is a great way to share the workload and add to the fun.

Choose a topic/issue

Choose a topic/issue that directly relates to your local area or is a growing concern. If students have been injured because of speeding, then an event targeting that issue will really hit home. Do your homework and be creative. Talk to people and research what has been done before and what hasn't.

Determine your target audience

To determine your target audience, analyze who this event will most likely attract and who it will benefit. By identifying needs, you can locate your target audience.

Build partnerships

Working with established groups or organizations in your community will help you develop the type of event that meets the needs of your target audience and effectively deliver your road safety messages. For more information on how to build partnerships [click here](#).

Set your budget

All special events cost money, so create a detailed budget that lists every item you'll need and how much it costs.

Set a day, time and location

Choose a day that works best for your organizing team and then run it by the school's administration. Try to pick a time that is least disruptive to your audience. Lunchtime works great if the event is for students, however an evening is more suitable for a community-based event. Keep the weather in mind because it can make or break an excellent activity.

Raise money

Even if you don't plan to organize a large-scale event, you'll need money, even if it's just for basic supplies or prizes for participants. Look to local community partners who may be able to support your event.

Promote your event

Getting the message out is critical to an event's success. Whether you use email, a school newsletter or website, television, radio or newspaper, there are some tricks to effectively marketing your road safety event. [Click here](#) for more on how to promote your event.