

Goal(s): the general purpose of the event	To educate people about neutering, TNR, and rescue, get some cats adopted, hold a canned food drive, and find new volunteers and foster parents.
Objectives: specific, measurable parts of the overall goal	Finalize five adoptions, collect five adoption applications, have two people sign up to volunteer or foster, and collect 50 cans of wet food.
Breakout Sessions: smaller meetings that occur during a larger event, typically have a specific topic	If this were a large-scale adoption/education event, there could be sessions on TNR, what to do if you find newborn kittens, caring for bottlefeeder kittens, learning common terminology in the rescue world, the importance of altering cats and dogs, introducing a new animal to your current pets, Q&As for some common issues that can arise, etc.
Participants: people who attend your event, whether in-person or virtually, and have something in common which could be a profession, interest, ethnicity, religion, gender, age, etc.	People who attend the event to adopt could be from virtually any group, as long as they love animals. People who donate food or want to learn about one of the topics would be people that have an interest in making a difference for homeless animals.
Planning Session: a meeting at which the goals and objectives, roles, audience, etc are determined. Includes the basic 5W's + 1H of the event. These can change as the event develops.	My event does not need an in-person planning session, but I have spoken to the board members through the Facebook group to come up with ideas to make it different from a normal adoption event and to choose a date when we would benefit the most (grant weekend) without taking volunteers away from another rescue event.
Return on Investment: measuring the benefit of the investment compared to the cost, this can be financial or another objective depending on the type of event	While not a straightforward formula for our event, the ROI could be determined by the cash value of the food donated, the adoption fees, and the money from the grant. This could be compared to the costs for vetting cats, but that is not specific to the event. It could, however, be used to see if we lost money on a particular adoption.
Timeline: assists with the planning process by assigning specific tasks to certain days or weeks so that everything is completed by the date of the event	I started planning this event about seven weeks in advance. Even though the planning and set up will not take too long, I needed to allow ample time to reach out to businesses for donations, which I will start doing at the beginning of August and will start promoting the event when there is less than a month left so that it is fresh in their minds.
Checklists: assist with getting tasks done on time and making sure every single thing is completed prior to the event	I use checklists to order things based on importance/priority. I need to have prizes before I start promoting the food drive. I need to know what fosters are coming before I post photos of the cats that are going online..
Outsourcing: hiring professionals to help with certain tasks when your group does not have the necessary experience, supplies, or number of people to help	If I were holding a larger adoption event I may need to outsource for getting enough crates for the event, having vendors selling different pet-related items, and potentially audiovisual experts to help with presentations and lighting/music.
Sponsorship: a group or company supplies money or products to an event in exchange for having their name on materials which helps them with marketing; the brand should match the event participants well	Some animal-related businesses or groups will sponsor large-scale adoption events. If we had a goal of over 250 adoptions, it would be worth it to apply and see if they could assist us in holding the event.

Fixed costs: expenses that do not change based on the success of the event or the number of participants

Indirect costs: expenses that are not caused by holding the specific event, including salaries and general supplies that were not purchased for a particular event, such as pens and paper

Corporate Social Responsibility: an organization being aware of and trying to have the most positive impact on society, including the environment, community, economy, local businesses, and more

Green Event Planning: making the best decision to minimize waste, use of natural resources, travel, leftover food, paper, packaging, and more to leave the smallest possible negative impact on the environment

Cultural Sensitivity and Diversity: understanding and accommodating people of different religions, cultures, and values at the event

LEED – Leadership in Energy and Environmental Design: buildings that are LEED-certified are efficient and save costs while having less of an impact on the environment

Partnerships: a relationship with other people, organizations or businesses that can contribute something to your event such as money, labor or skills that you do not have

Ethics: taking into consideration the effect of an incentive or gift can have on your reputation or the company you are representing, vendors may try to convince you to use their products or services in an unethical manner

Intellectual Property: products of creativity which could include literature, art, photography, graphics, music, and more, that are licensed by patents, copyrights or trademarks which may restrict their use by a third party

This adoption event does not have any fixed costs, but a larger event would require renting space instead of holding it in a store, technology depending on the needs of the breakout sessions, and it would be wise to spend money on promotion in order to make sure we have enough participants.

Since my event is run strictly by volunteers, we do not have any salaries to pay, but indirect costs could possibly include the crates and supplies for inside the crates (food, litter/litter box, blankets) and could also include the medical expenses for the cats at the event.

We are a very community-focused group, so everything we do is to benefit the people and animals in our area. We primarily rescue strays from our own neighborhoods, take owner surrenders from our friends and neighbors, and save animals from local open intake shelters. People can see exactly what their donations are going towards.

Our event will be fairly small, so the main thing we could do to plan a green event is to use reusable or recyclable food and water bowls in the crates. If this were a larger event, we could have the volunteers use reusable water bottles and snacks with limited plastic.

One thing that comes to mind related to animal rescue is sometimes spay-abort must be performed on cats to help lower the number of kittens born, or to save the mom out of medical necessity. This is something that could make some people upset and we can try to educate them on why it may be necessary, but we can not force our beliefs on everyone.

If we were having a large adoption event at a convention center, we could choose to pick a location that is LEED-certified. Since we are just having this event in a local pet store and are not using any additional energy to be there and hold the event, this is something that we do not need to consider for this particular event.

We partner with multiple pet stores to get donations of food from their customers and to use their habitats to house our cats for adoption exposure.

While not related to vendors, something unethical that theoretically could occur at this event would be using donations for a purpose other than what was stated at the time of donation or lying/not telling the full truth about a cat's medical history or behavior in order to increase their chances of being adopted.

When creating flyers and promotional material for this event, we must ensure that all photos are the property of the rescue and/or its volunteers, or use stock photos with unrestricted use. The same is true for the handouts about TNR and spay/neuter and we must cite the sources for any information that is included on those handouts so that the researcher gets the proper credit.

Request for Proposal (RFP): having potential sites bid for your business after knowing the specific requirements for your event such as dates, number of participants, accommodations, rates, amenities, food, and technology, etc.

The Americans with Disabilities Act (ADA): laws that ensure that people with disabilities can access a facility and participate in the same way that able-bodied people do - the event planner must make sure that the facility is in compliance

Audio-Visual Choices: technology at the event, including presenters' needs like WiFi, stage lighting, microphone with speakers, projectors, and computers

Publicity: gaining attention through the media including television, social media, email, and print

Social Media and Networking: both are multilayered forms of communication where you can receive an immediate response, social media involves posting information/content for many people to see, while social networking is getting engagement and building a relationship with a particular person or page

Blogging: the constant release of content uploaded to a platform on a regular basis which can be shared on other platforms to help increase reach and therefore attendance for the event

While I do not think we would need to have a site bid on our business even if we were having a larger event, we would need to confirm that they have availability on the date, have enough room for crates, the location can safely accommodate the number of volunteers and adopters that we are expecting, that they will allow the animals to be in the building or space, and that they have any technology that we may need.

If we had a larger adoption event we would need to make sure that there is parking nearby, elevators if we are not on the ground floor, and have the aisles between crates wide enough that people with mobility devices can still navigate through the entire event space.

At a larger event, we would need to make sure the presenters have what they need as stated in the definition and it would also be good to have laptops set up so that people can easily fill out the applications online as well as make donations or order from our Amazon Wishlist.

We will primarily be promoting this event through a Facebook event page, but we will also put up flyers at the stores that we do events at and make posts on our Facebook page that volunteers, fosters, and followers can share with their friends. Many local reporters love supporting shelters and rescues, so we could reach out to them and see if they are willing to share the event.

We use social media to promote our cats for adoption, ask for donations, and share lost pets. We can use social networking to connect with potential adopters and people who may want to donate by messaging them, replying to their comments, and getting them to want to be involved with our organization. We can also communicate with other groups to help reach a common goal.

We could make a blog that tells the story of our different cats, uploading a few cats each week and telling inspirational stories to get people to donate or get involved. We could also use the blog to write articles on TNR, spay/neuter, and other important topics in the world of animal rescue.