Hello! I hope all of you enjoyed your F.C experience! (Ω if you’re reading this and didn’t go— I’ll see you there next year (;)

Here is a brief overview of the W.O.R.D.S. acronym for Service/Recreational Events:

The most important consideration in any project, event, or fundraiser is COMMUNICATION. This is an aspect that is frequently overlooked, so when I planned my session, I did my best to come up with a helpful strategy for local chapters to effectively plan and execute events: W.O.R.D.S. This acronym stands for What, Objective, Recruit, Drive, and Summarize.
**What Do You Want To Do?**

Throughout the task of planning your project, you will start broad and gradually get more specific. To start, you will need to decide if you will be conducting an event/effort to support:

A) Your HOSA Chapter  
B) An Outside Organization

Next, you will need to establish a general purpose behind your event from which you can build your goal. These purposes can be:

A) To Raise Money  
B) To Raise Awareness  
C) Both

If your project is for your chapter, at this point you can move on to the Objective step. If it is for an organization, the next stage will include choosing which organization to support, or justifying your support for the organization you have chosen. This organization should be one that relates in some way to healthcare, and has some kind of meaning to your HOSA chapter, one of your members, your school, or HOSA as a whole. This personal connection utilizes emotional intelligence, as it gives a purpose to your work and evokes empathy to motivate those involved. This purpose can be written down and shared with members and participants when announcing the event. (Ex: HOSA Chapter is holding a pancake breakfast to raise awareness and funds in support of Muscular Dystrophy - a disease that is meaningful to our chapter because a member’s sister was recently diagnosed)
Objective: What Do You Want To Accomplish And How Are You Going To Get There?

This is the main planning stage of your project! Since you have a broad outline, this is the step where you begin to specify. In setting your goal, you can follow these steps:

1. Why are you doing it?
   - If you are raising money - why? What is the money for? How will it impact your chapter/organization? How is this impact important?
   - If you are raising awareness for your chapter/an organization - What are you raising awareness about? Why is it important for people you know about this?

2. What do you want to accomplish?
   - Your goal should be realistic, but high.
   - Raising Money: How much do you want to raise? How did you come up with this number? What will this money do?
   - Raising Awareness: What do you want people to know (specifically)? How will this knowledge change their views/impact the community? How many people do you want to reach out to?
3. How are you going to accomplish this?

- This is where you choose your event. Remember to set periodic deadlines for your planning and execution processes!

- Raising money:
  - Choose an event that has the potential to raise the amount of money that you need, as well as is related to the organization it is for (Ex. If I want to raise $1,000, selling candy grams for $0.50 at lunch is not going to work, but organizing a 5k with 200+ runners will. If I’m raising money to stop childhood obesity, selling candy bars might not be the smartest idea.)
  - You will need to come up with estimated amount that you will raise per event, and adjust accordingly. If you think you will raise $100 from a popsicle challenge for NAMI, and your goal is $500, you will have to have 5 popsicle challenges or alternate events. If you fail to meet that goal, you will reflect on it later, but for the time being you should adjust your goal and plan additional events (Ex. My chapter did popsicle challenges, and one night there was low turnout at the football game and we only raised $30)

- Raising Awareness:
  - Choose an event/venue that has an appropriate amount of attendees to fit your goal (Ex. If you want to reach out to 1,000 people, a JV soccer game might not have quite the turnout you would need, but going door to door and passing out info at the Homecoming football game might). Choose a method of advertisement that fits the information you are presenting (topics and amount). Ex. Paragraphs of information are better on brochures, quick statistics are better for flyers.
  - Come up with an estimated amount of people reached for each event (can be counted by # of flyers distributed etc). Same as for raising money, the number of events should coincide with the goal and be adjusted as necessary
Recruit - How To Get Turnout?

- Goal is COMMUNICATION - without this, service will be ineffective. If you empower your members over valuing superiority, and everyone has the same goal, you will be able to accomplish it.
- Get members involved
  - Share your goal
    - When asking for volunteers or committee members, share with your members the specific goal of the event/fundraiser and how you plan on accomplishing it/when you plan on accomplishing it by.
  - Tell them WHY
    - What is the purpose behind your goal/organization?
    - Makes people feel involved and more likely to want to help.
  - Reinforce
    - Keep telling goals of each project and how they tie into the goals of the club. This will keep members invested throughout the year, and increase their effort in the service projects you do. This is also a good way to get members more involved in leadership roles, since people are more apt to take initiative and lead when they feel like they know what is going on.
Dive- How To Execute Your Goal?

● Organization is key - keep a checklist of what needs to be done, and what materials you will need prior to the event, during the event, and after the event
  ○ Put one or two point people in charge of each event - these people will know everything about the event, coordinate committees, volunteers, and make sure everything is done (can be delegated).
  ○ In addition to your “point people” (or Committee chairs), you will need to put other members in charge of specific tasks for the day of the event (one person in charge of volunteer, one person in charge of registration, etc. so questions can be directed, event runs efficiently, and chaos is avoided).
  ○ Make a plan of action before each event - doesn’t have to be long or time consuming, but you should have objectives to accomplish, a rough time schedule (depending on the situation), list of volunteers and what they are doing, contact person for questions, and any other pertinent information. This should be shared with volunteers prior to the event.

● Leadership and how to use it!
  ○ EI plays a HUGE role in planning and orchestrating events. Every person is a leader/has qualities of a leader, but people demonstrate this in different ways. Using EI to your advantage will help your events be more successful - don’t put someone who is strong in perceiving in charge of directing volunteers (that could be someone who is strong at managing)
Summarize - How To Reflect?

- After EVERY event, go back through with your volunteers, leaders, and participants (if possible).
- Make a collective document or recording of this meeting to be used in the upcoming years or for future events. This document will record the following (along with any other thoughts or notes you may have):
  - What went well
  - What to improve
  - Any ideas for next year
  - If you could start over, what would you do differently?
  - What went wrong? How can this be fixed?
  - Did you have to adjust your goal at any point? Why?
  - How much money was spent to put on the event?
  - How much money/awareness was raised?
  - What impact did this have/how was it used?
THANK YOU!!

Please feel free to contact me (Lexi Guffey) at any time for help in your local chapter.
My email is: guffeyalexis@gmail.com
My phone number is: 314-518-1204
Good luck! Let’s make this a great year for Missouri HOSA!