I. **Getting Started:** Identify stakeholders in your community. Depending on the content of the event, these could include government entities, chambers of commerce, advocacy groups (such as environmental groups, transportation organizations, etc.), local chapters of national organizations (such as ULI, APA, CNU etc.), schools and universities, and more.

II. **Brainstorm Benefits for Each Organization:** Before you make your ask, think about what each organization stands to gain from participation in the Strong Towns event. Will they get positive PR? Will they reach a new audience? Will we offer to highlight them on the Strong Towns blog? Speak with Strong Towns staff if you would like to offer special incentives such as this.

III. **Plan and Make Your First Ask:** Plan how much you will ask for from the organization most likely to agree. Take a look at the organization’s budget and financing of other similar events. Then, identify the right person to speak to, and arrange to take him/her out for coffee or lunch or meet in his/her office.

IV. **Plug into existing events.** Investigate local lecture series’ or conferences that could incorporate a Strong Towns speaker. Existing events often have dedicated funding streams that you could tap into. Also, look at the Strong Towns event calendar (on the website) to see whether we are already going to be in your area. If so, this can cut down on travel costs and other expenses.

*A word on timeline:* Every event and situation is different. You may make the event plans before you have secured funding. If this is the case, allow ample time (ideally several months) to make funding asks.

Contact michelle@strongtowns.org to begin planning your event today.