

# Five Ws (AND AN H)

*TO CONSIDER WHEN SETTING UP  
— A P2P EVENT —*



## Who?

Keep the focus on your participants! It's not about your organization, it's all about your supporters and why they're attending your event.

## What?

What can people do to get further involved with your organization? Set up a table with information on volunteering and other ways to get involved.

## When?

Take your participants' comfort into consideration and think about when you're hosting an event. The middle of a July day in Florida is probably not the best time to host a walk-a-thon or 5K.

## Where?

Be inclusive when choosing a location — is your venue easy to find? Is it accessible for people who may have mobility issues? Have you made it possible for them to participate easily?

## Why?

People are participating in your event for a reason, so figure out what it is and give them what they need — it may be as simple as an opportunity to share their stories!

## How?

Make it clear how your event serves the community. You're often providing a safe place for people to come together and talk about their connection to your cause.



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