

PLAN AN EVENT

Events are a great way to share the mission of the NIH Loan Repayment Programs (LRPs), talk to potential applicants, and share your story. Events can range from something small like an informal coffee or brown bag meeting with a few potential applicants to a more formal meeting. If you have a large group and the use of slides is appropriate, a presentation about the LRPs is available on the [Resources](#) section of the Ambassador web page on the LRP website.

One event that you might want to consider is hosting a joint viewing of the LRP Technical Assistance Webinar that is usually offered early during the application cycle. As an LRP Ambassador, you will be sent advance information about date and sign-up process for this webinar so that you can publicize the event at your institution (see sample outreach email regarding the technical assistance webinar in this toolkit). The webinar may also be posted on the [LRP website](#) after its initial airing. Inviting prospective applicants to view the webinar together in one place and then sharing your LRP experience during a Q&A after the webinar is a great way to add value to the webinar itself.

Although event planning may seem daunting, you can share the responsibility with other LRP Ambassadors at your institution(s). For example, a joint viewing of the LRP Technical Assistance Webinar would be a great opportunity to host a shared event with other Ambassadors. You can find a list of NIH LRP Ambassadors in your geographical area on the Ambassador web page. Combining your resources with others not only lightens the individual burden of responsibility, but also allows you to extend your reach within your institution more effectively. If no Ambassador is listed at your institution, you can also contact LRP Communications to find one near you at lrp.communications@mail.nih.gov.

Tips to Consider for Planning a Successful Event:

- **Know what kind of event you are comfortable with hosting:** Keep it small if needed. Letting potential applicants know about the program is the most important thing, so don't feel that you have to throw a star-studded event!
- **Learn about the LRPs:** Potential applicants have questions. Information about the Loan Repayment Programs are available on:
 - The [LRP website](#)
 - This [toolkit](#)
 - The LRP social media sites: [Twitter](#), [Facebook](#), etc.
- **Identify Helpful Resources:**
 - Review the [Directory of Ambassadors](#) on the LRP Ambassador web page to identify Ambassadors in your area who can help you reach out to and maintain applicant relationships
 - If necessary, use hand-out materials (see Handouts in this Event Planning Guide), and share contact information, and other resources with potential applicants
 - If you have questions, email lrp.communications@mail.nih.gov or call the LRP help line, (866) 849-4047, for more information

- **Keep it Up:** Knowing that recruitment, retention, and award is a cyclical process will help you as you reach out to potential applicants. Just because the application cycle has ended for the year doesn't mean there aren't individuals who may be interested in learning more about the LRPs, so keep getting the word out.

Additional Advice Regarding Planning an Event:

1. Determine the goal and size of the event (e.g., sharing information about the LRPs with a small or large group)
2. Identify key participants, such as LRP Ambassadors, experienced mentors, and/or financial aid officers
3. Determine if you have resources to serve refreshments
4. Finalize the date
5. Secure the venue, e.g., a classroom or small auditorium on campus
6. Identify and invite potential applicants
7. Publicize the event through email, posters, LRP Facebook page, or your organization's intranet site (see sample email and poster in this Event Planning Guide)

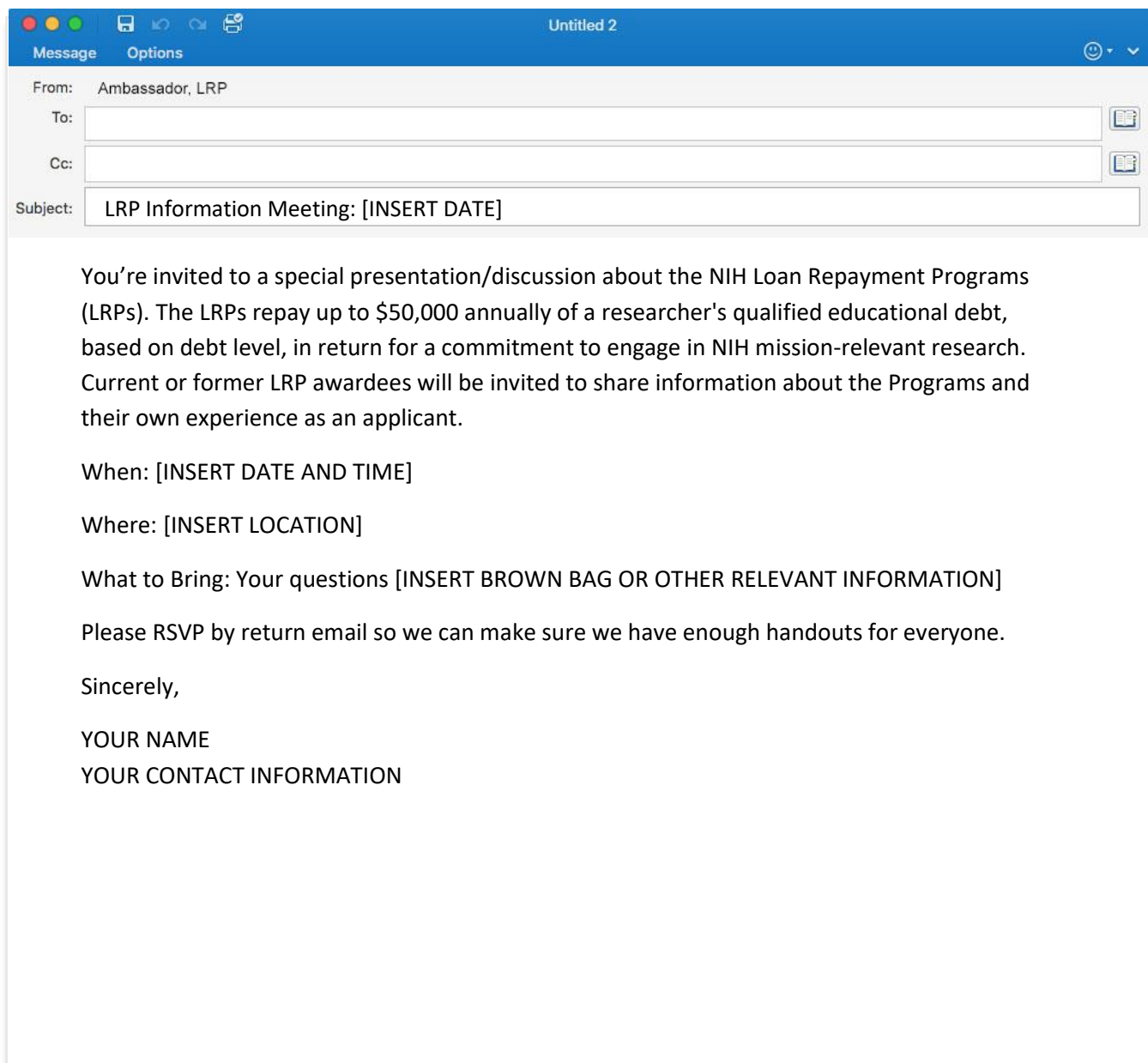
Event Planning Resources

Find the following resources in this section:

- Email Invitation to Event (page 15)
- Poster Advertising Event (page 16)
- Handouts
 - LRP General Information (pages 17-18)
 - LRP Application Infographic (page 19)

In addition, you may wish to share the [Online Application System Instruction Booklet](#) as a handout. A slide presentation about the LRPs is available in the [Resources](#) section of the LRP Ambassador web page.

Email Invitation to LRP Information Event



The image shows a screenshot of an email client window titled "Untitled 2". The window has a blue header bar with "Message" and "Options" on the left, and a smiley face icon with a dropdown arrow on the right. Below the header, the email fields are as follows:

- From:** Ambassador, LRP
- To:** [Empty text box]
- Cc:** [Empty text box]
- Subject:** LRP Information Meeting: [INSERT DATE]

The main body of the email contains the following text:

You're invited to a special presentation/discussion about the NIH Loan Repayment Programs (LRPs). The LRPs repay up to \$50,000 annually of a researcher's qualified educational debt, based on debt level, in return for a commitment to engage in NIH mission-relevant research. Current or former LRP awardees will be invited to share information about the Programs and their own experience as an applicant.

When: [INSERT DATE AND TIME]

Where: [INSERT LOCATION]

What to Bring: Your questions [INSERT BROWN BAG OR OTHER RELEVANT INFORMATION]

Please RSVP by return email so we can make sure we have enough handouts for everyone.

Sincerely,

YOUR NAME
YOUR CONTACT INFORMATION



Come Learn about the Loan Repayment Programs from NIH!

The NIH LRPs repay up to \$50,000 annually of a researcher's qualified educational debt (based on debt level) in return for a commitment to engage in NIH mission-relevant research.

WHEN: _____

WHERE: _____

SPEAKER(S): _____

ADDITIONAL INFORMATION