

Event Planning Checklist

To help local Leagues put best practices into “action,” use this Event Planning Checklist before each local League event. Along with the other Event Planning documents on this site, this document will help your League plan for & use best practices before, at, & after each League event.

Checklist of Questions

Before the Event:

Direct Outreach:

- ✓ Have members personally invited friends and colleagues to attend?
- ✓ Have membership ambassadors been identified and trained?
- ✓ Do you have a kit of membership materials prepared (such as a tote-bag with brochures, sign-in sheets, etc that can go each event)?
- ✓ Have you utilized the League’s vehicles to promote the event (e.g., website, email list, *Voter*)?

Allied Outreach:

- ✓ Can we build on someone else’s efforts (e.g., a standing event)?
- ✓ Who would be a good partner to cosponsor with us?
- ✓ Who can advertise our event through their networks?
- ✓ Who else would be interested?
- ✓ Who do we know that can make this happen?

Media Outreach:

- ✓ Have you identified who would be the “right” fit (e.g., the reporter who is on this beat) to cover the event?
- ✓ Have you identified the right approach to engage the reporter (e.g., desk-side chat, phone call, fax)?
- ✓ What alternative media options are there?
- ✓ Did we get the event listed in the “community calendar” section?
- ✓ Are there non-print media opportunities?

Leadership Development:

- ✓ Who else can you engage in planning this event?
- ✓ Is there someone who can “shadow” the organizers?
- ✓ Are there some small tasks to engage some potential future leaders?

At the Event:

Direct Outreach:

- ✓ Is the sign-in sheet out?
- ✓ Is there some “take away” item (e.g., flier about next event, copies of the *Voter*)?
- ✓ Is the moderator prepared with an “ask”?
- ✓ Are the membership ambassadors mingling?
- ✓ Is there League “signage”?
- ✓ Are League members wearing pins?
- ✓ Are there membership materials and/or “give and take” cards?

Allied Outreach:

- ✓ Is LWV visible (if we are cosponsoring on another group's event)?
- ✓ Have we made a membership pitch (from podium or through materials) that speaks to what the audience cares about?
- ✓ Did we offer ways for them to be in relationship with LWV (e.g., membership, next event)?

Media Outreach:

- ✓ Did you talk to any press present? (Help develop relationships by welcoming them too)
- ✓ Was LWV a true part of the focus of the event so that it "has to" get covered by press?
- ✓ Do you have stories/quotes ready?
- ✓ Did you take photos of the event?

Leadership Development:

- ✓ Can you highlight the personal value in being a League leader – e.g., showcase opportunities, fun, etc?
- ✓ How can you acknowledge and value League volunteers/leaders publicly?
- ✓ Is there someone who can "shadow" those in charge of the event?
- ✓ Did you note what League members were present (and interested in the issue/topic/event)?
- ✓ Who else can you invite to this event – i.e. what potential leader?

After the Event:**Direct Outreach:**

- ✓ Have you followed up with the names on the sign-in sheet?
- ✓ Have you thanked volunteers?
- ✓ Are the membership materials restocked for next event?
- ✓ Did you evaluate how it went – i.e., did we meet the goals above?

Allied Outreach:

- ✓ How do we follow up with the allied organization to strengthen our relationship with them?
- ✓ Did we ask key members of the org to join?
- ✓ Can we advertise our next event through them? Did we evaluate how it went?

Media Outreach:

- ✓ Did you send out a follow up press release or letter to the editor?
- ✓ Did you send thank you note to media that attended?
- ✓ Did you invite media to next event?

Leadership Development:

- ✓ Did you thank League leaders?
- ✓ Did you ask the organizers what else they needed – e.g. training, resources, volunteers?
- ✓ Did you send on the list of attendees to the Nominating Committee?
- ✓ Did you observe an area for training, mentoring or other areas of organizational growth?
- ✓ Are there notes/records in place for the next leader about this event?
- ✓ Did you follow up with anyone that you invited?