

Event Checklist

Event Name: _____
Date: _____
Time: _____
Location: _____
Purpose: _____

BRAINSTORMING:

- Will the event work?
- What **Action Items** will we ask of attendees?
- How many people do we need to make the event happen?
- Is event Free, Fee or Donation?
- Do we have the resources to make it happen?
- Create list of potential Co-Sponsors, Speakers, Performers, Vendors/ coordinate **Outreach**
- Photographer/Videographer?

BUDGETING:

- See sample budget planning sheet (attached)

SCHEDULING:

- Point Person: _____
- Venue
 - o What size room do we need?
 - o What kind of tech needs do we have?
 - o What can we afford?
 - Tentatively book a couple of dates
 - Contact performer/speaker/co-sponsors/photographer and schedule the performance date
 - Confirm venue booked for correct time and date

PERMITS:

- Point Person: _____
- Food Permit filled out
 - Outdoor Space Permit filled out
 - Alcohol Permit filled out
 - Sound Permit filled out
 - Sanitation Permit filled out
 - Sales/fundraising permit filled out
 - Security Scheduled
 - Film License

FUNDRAISING:

- Point Person: _____
- Solicit Donations if applicable (Monetary & In-kind)
 - Collect Donations
 - Follow up on any necessary paperwork

Outreach/Promotion:

- Point Person: _____
- Contact/Confirm potential Co-Sponsors
 - Create/Circulate Posters & Flyers (Digital & Print)
 - E-mail Lists/Mass Marketing
 - o Advanced Notice to Save the Date
 - o Courtesy Reminder (One Week & 48 hour)
 - Social Media: (Facebook Event, Awareness Campaign, etc.)

Materials:

- Point Person: _____
- Tech Needs
 - o Audio/Visual (Mic, Speakers, Projector, Screen, Camera, etc.)
 - o Misc. (Laptop, Extension Cords, Adapters, Tripod, etc.)
 - Printed Materials
 - o Data Capture, Educational Handouts, Petitions
 - SWAG/Merch (Free & Fee)
 - o Stickers, Buttons, Posters, Shirts, etc.
 - Hospitality
 - o Food and Beverage
 - o Silverware, Plates, Napkins, Cups, etc.
 - Misc.
 - o Decorations (Banner, Theme, etc.)
 - o Cashbox
 - o Other: _____

WEEK PRIOR:

- Point Person: _____
- Contact venue and make sure all reservation details are secured
 - Contact officials and make sure all permits have been signed and are completely ready to pick up
 - Call performer and make sure travel arrangements are secured
 - Assign event shifts for group volunteers (set-up, during, take down)
 - Issue Press Release/Schedule Press Conference if applicable

DAY OF EVENT:

- Point Person: _____
- Confirm w/ all key attendees (performers, speakers, A/V team, local media, etc.)
 - Arrive early for set-up
 - Table to greet guests at door (Data Capture, Fee Collection)
 - Have fun!
 - Clean up (venue may have special clean up regulations)

AFTER THE EVENT:

- Point Person: _____
- Do post-event evaluation (example attached)
 - Data Entry
 - Send thank you notes to performers, donors, sponsors and volunteers who worked extra hard
 - Follow up with attendees
 - Make sure to pay all bills and turn in all paperwork on time