



# 1. Event/Activity Planning Checklist

Tools You Can Use

League Name: LWV of \_\_\_\_\_

Event/Activity Goals: 1. Promoting LWV membership/leadership development

League Event/Activity: \_\_\_\_\_

2. \_\_\_\_\_

	Direct Outreach	Allied Outreach	Media Outreach	Leadership Development
<b>Before the event</b>				
<b>At the event</b>				
<b>After the event</b>				

	<b>Direct Outreach</b>	<b>Allied Outreach</b>	<b>Media Outreach</b>	<b>Leadership Development</b>
<b>Before the event</b>	<ul style="list-style-type: none"> <li>Have members personally invited friends/colleagues to attend?</li> <li>Have membership ambassadors been identified and trained?</li> <li>Do you have a kit of membership materials prepared (e.g., a totebag with brochures, sign-in sheets, etc that can go each event)?</li> <li>Have you utilized the League's vehicles to promote the event (e.g., website, email list, Voter)?</li> </ul>	<ul style="list-style-type: none"> <li>Can we build on someone else's efforts (e.g., a standing event)?</li> <li>Who would be a good partner to cosponsor with us?</li> <li>Who can advertise our event through their networks?</li> <li>Who else would be interested? Who do we know that can make this happen?</li> </ul>	<ul style="list-style-type: none"> <li>Have you identified who would be the "right" fit (e.g., the reporter who is on this beat) to cover the event?</li> <li>Have you identified the right approach to engage the reporter (e.g., deskside chat, phone call, fax)?</li> <li>What alternative media options are there?</li> <li>Did we get the event listed in the "community calendar" section?</li> <li>Are there non-print media opportunities?</li> </ul>	<ul style="list-style-type: none"> <li>Who else can you engage in planning this event?</li> <li>Is there someone who can "shadow" the organizers?</li> <li>Are there some small tasks to engage some potential future leaders?</li> </ul>
<b>At the event</b>	<ul style="list-style-type: none"> <li>Is the sign-in sheet out?</li> <li>Is there some "take away" item (e.g., flier about next event, copies of the Voter)?</li> <li>Is the moderator prepared with an "ask"?</li> <li>Are the membership ambassadors mingling?</li> <li>Is there League "signage"?</li> <li>Are League members wearing pins?</li> <li>Are there membership materials and/or "give and take" cards?</li> </ul>	<ul style="list-style-type: none"> <li>Is LWV visible (if we are cosponsoring on another group's event)?</li> <li>Have we made a membership pitch (from podium or through materials) that speaks to what the audience cares about?</li> <li>Did we offer ways for them to be in relationship with LWV (e.g., membership, next event)?</li> </ul>	<ul style="list-style-type: none"> <li>Did you talk to any press present? (Help develop relationships by welcoming them too)</li> <li>Was LWV a true part of the focus of the event so that it "has to" get covered by press?</li> <li>Do you have stories/quotes ready?</li> <li>Did you take photos of the event?</li> </ul>	<ul style="list-style-type: none"> <li>Can you highlight the personal value in being a League leader – e.g., showcase opportunities, fun, etc?</li> <li>How can you acknowledge and value League volunteers/leaders publicly?</li> <li>Is there someone who can "shadow" those in charge of the event?</li> <li>Did you note what League members were present (and interested in the issue/topic/event)?</li> <li>Who else can you invite to this event – i.e. what potential leader?</li> </ul>
<b>After the event</b>	<ul style="list-style-type: none"> <li>Have you followed up with the names on the sign-in sheet?</li> <li>Have you thanked volunteers?</li> <li>Are the membership materials restocked for next event?</li> <li>Did you evaluate how it went – i.e., did we meet the goals above?</li> </ul>	<ul style="list-style-type: none"> <li>How do we follow up with the allied organization to strengthen our relationship with them?</li> <li>Did we ask key members of the org to join?</li> <li>Can we advertise our next event through them?</li> <li>Did we evaluate how it went?</li> </ul>	<ul style="list-style-type: none"> <li>Did you send out a follow up press release or letter to the editor?</li> <li>Did you send thank you note to media that attended? (Again building good relationships).</li> <li>Did you invite media to next event?</li> </ul>	<ul style="list-style-type: none"> <li>Did you thank League leaders?</li> <li>Did you ask the organizers what else they needed – e.g, training, resources, volunteers?</li> <li>Did you send on the list of attendees to the Nominating Committee?</li> <li>Did you observe an area for training, mentoring or other areas of organizational growth?</li> <li>Are there notes/records in place for the next leader about this event?</li> <li>Did you follow up with anyone that you invited?</li> </ul>