

1. Event/Activity Planning Checklist

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
Before the event				
At the event				
After the event				

	Direct Outreach	Allied Outreach	Media Outreach	Leadership Development
Before the event	<ul style="list-style-type: none"> ▪ Have members personally invited friends/colleagues to attend? ▪ Have membership ambassadors been identified and trained? ▪ Do you have a kit of membership materials prepared (e.g., a totebag 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)? 	<ul style="list-style-type: none"> ▪ 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? 	<ul style="list-style-type: none"> ▪ 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., deskside 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? 	<ul style="list-style-type: none"> ▪ 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	<ul style="list-style-type: none"> ▪ 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? 	<ul style="list-style-type: none"> ▪ 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)? 	<ul style="list-style-type: none"> ▪ 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? 	<ul style="list-style-type: none"> ▪ 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	<ul style="list-style-type: none"> ▪ 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? 	<ul style="list-style-type: none"> ▪ 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? 	<ul style="list-style-type: none"> ▪ Did you send out a follow up press release or letter to the editor? ▪ Did you send thank you note to media that attended? (Again building good relationships). ▪ Did you invite media to next event? 	<ul style="list-style-type: none"> ▪ 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?