Charity Event Checklist

Created: 12/28/2011

# Tasks:

☐ **Prep Work**

☐ **Determine your objective.**

☐ **Keep detailed list of things to do written on paper.**

☐ **Think of the audience you want to reach.**

☐ **Determine how many people you want to attend.**

☐ **Look for people who are ready to volunteer.**

☐ **Decide on the event date.**

☐ **Make sure there are no conflicts with other major events.**

☐ **Set the day and time to fit the audience's work schedule.**

☐ **Find a good venue.**

☐ **Promoting Your Event**

☐ **Write article or post ad in your newsletter.**

☐ **Post your event on your site.**

☐ **Advertise in local websites and publications.**

☐ **Create sponsor packages.**

☐ **Prepare promotional video.**

☐ **Use social media: facebook, twitter etc.**

☐ **Order promotional items.**

☐ **Create posters and postcards for local distribution.**

☐ **Send out news releases to local media and online sources.**

☐ **Post-Event Evluation**

☐ **Did people enjoy themselves?**

☐ **Did the event attract the audience you targeted?**

☐ **What could be changed to improve it?**

☐ **How many people attended?**

☐ **Was your site the best for your event?**

☐ **Did publicity get to the right sources?**

☐ **How could you have attracted more publicity?**