

**SAMPLE TEMPLATE – Special Event Timing Overview Checklist**

\_\_\_\_\_ Community League  
**2009-2010 Communications Timing Overview Checklist**

Activity	Date Completed	Person Responsible
<p><b>Three Months Ahead</b></p> <ol style="list-style-type: none"> <li>1. Clarify the specific purpose of each activity or event. Why is it a priority? (e.g.) Did your members ask for it? Was it popular last year? Is it intended to attract new members? The answers to these questions will determine the information you focus on when you promote the event or activity.</li> <li>2. Identify your activity's specific audience.</li> </ol>		
<p><b>Two Months Ahead</b></p> <ol style="list-style-type: none"> <li>1. Draft all promotional materials and get required approvals.</li> <li>2. Establish a distribution plan/ mailing list.</li> <li>3. Contact advertisers if appropriate.</li> <li>4. Contact schools, churches, businesses if you want their help with promotion.</li> </ol>		
<p><b>Six Weeks Ahead</b></p> <ol style="list-style-type: none"> <li>1. Printed materials ready.</li> <li>2. Get all required permits and licences.</li> <li>3. Event/activity details confirmed.</li> <li>4. Volunteers in place.</li> </ol>		
<p><b>One Month Ahead</b></p> <ol style="list-style-type: none"> <li>1. Implement detailed promotions plan.</li> <li>2. Mail special invitations, complementary tickets, etc.</li> </ol>		
<p><b>One Week Ahead</b></p> <ol style="list-style-type: none"> <li>1. Send news releases 3-4 days before event (if required).</li> <li>2. If time allows, phone the media the day after you send the news release to see if they are planning to attend.</li> <li>3. Meet with volunteers and others to review program logistics.</li> </ol>		
<p><b>Program/Event Day</b></p> <ol style="list-style-type: none"> <li>1. Be on hand early. Bring your notes and details – and be prepared to address problems on site.</li> <li>2. Double-check all details.</li> <li>3. Make yourself available throughout the program/event and during clean-up.</li> </ol>		
<p><b>After the Program/Event</b></p> <ol style="list-style-type: none"> <li>1. Ensure clean-up is done, with materials returned.</li> <li>2. Review all details with your committee to determine what worked well and what needs improvement next time.</li> <li>3. Thank volunteers and others who contributed (including businesses, schools and churches who helped).</li> <li>4. Pay bills.</li> <li>5. Prepare and present report to the board on the initiative.</li> </ol>		