**Children’s Mental Health Acceptance Day Event Checklist**

**2-4 months in advance**

* Create an event binder to keep all details, contracts, etc., in one location
* Determine time of event
* Determine a location
* Determine back-up plan in case of rain
* Contact appropriate individuals to get approval for use of the outdoor and backup locations, if necessary (city permits required, etc.)
* Visit sites (start and finish)
	+ Determine whether there are any security needs
		- Arrange for security
	+ Determine the need for audiovisual equipment
		- Develop list of needs
	+ Determine if there is anything you need at sites
	+ Locate parking
* Create a brief description of the event to share with potential sponsors/partners
* Begin asking for sponsorships if wanted/needed
* Determine potential partners and begin contacting them
* Determine what will be at the start, finish and along the route (if marching)
	+ Water, snacks
	+ Resource tables
	+ Speakers
	+ Entertainment
	+ Banners
	+ Food and drink
	+ Chairs/tables
	+ Giveaways (what will they be, when will you distribute them)
* Determine topics you want covered by speakers
* Determine speakers and begin contacting them
* Establish an agenda for the day, including times
* Begin researching the names and email/mail addresses of those you want to invite
* Begin determining how to get the word out beyond invitations
* Finalize any paperwork required by the City

**2-3 months in advance**

* Begin developing materials to promote the event
* Send out save-the-date notices
* Promote event in appropriate publications/places
* Create Facebook event and distribute/post where appropriate
* Continue to contact speakers
* Send speakers written confirmation as they agree to participate
* Determine transportation access, parking, handicap access
* Determine any on-site medical needs
* Notify first responders about the event to ensure they are aware
* Determine on-site “headquarters” for the event
* Determine volunteer roles to fill
* Make arrangements for audiovisual equipment
* Provide updates to any sponsors
* Provide updates to partners
* Order promotional materials
* Begin developing materials to hand out at event

**1-2 months in advance**

* Continue to promote event
* Provide updates to any sponsors
* Provide updates to partners
* Determine promotional materials to be handed out
* Determine any other handouts at the event
* Determine event decorations (balloon arch, signs, etc)
* Order portable toilets, if needed
* Determine required signage to help people find the site, the route, etc.
* Create promotional materials and distribute to partners and others who will help
* Create social media posts to share with partners and post on your social media sites
* Create hashtag to gather all comments about the event
* Ask sponsors and partners to begin promoting the event via social media and materials
* Send information about the event to newsletters and other sites that may help to publicize it
* Set up mechanism for registering participants/walkers, such as Eventbrite
* Create and submit article to agency newsletters, such as Mental Health Connection, MHMRTC, Cook Children’s, and others
* Provide updates to sponsors
* Provide updates to partners

**4 weeks in advance**

* Create list of volunteer duties and ask for volunteers
* Develop agenda for the day, including beginning and end of event
* Share agenda with sponsors and partners for input
* Encourage partners to continue publicizing event in their publications
* Provide update to sponsors
* Provide update to partners
* Draft news release and send to media to publicize the event
* Draft media advisory to invite media to the event
* Continue distributing promotional materials and encouraging others to publicize the event
* Develop printed handouts for day of the event
* Confirm speakers
* Make changes to the agenda as suggested by partners/sponsors
* Order A/V equipment
* Order any other equipment – tables, chairs, tablecloths, etc.
* Order decorations – balloon arch, etc.
* Update volunteer needs list and continue to ask for volunteers
* Provide update to sponsors
* Provide update to partners

**3 weeks in advance**

* Visit site to ensure nothing has changed
* Confirm security arrangements
* Take care of any other details
* Update volunteer needs list and continue to ask for volunteers
* Determine who will be authorized to speak to media and let everyone know
* Provide update to sponsors
* Provide update to partners
* Finalize media advisory to invite media
* Confirm A/V and other equipment
* Communicate with speakers to determine if they need information or support and reiterate topics
* Update volunteer needs list and continue to ask for volunteers
* Compile a list of media outlets to contact about the event
* Prepare all spokespersons for potential media interviews

**2 weeks in advance**

* Confirm any materials that will be delivered to the site, such as portable toilets
* Make a list of materials to take to the event and begin packaging them
* Assign specific people to volunteer duties
	+ Registration
	+ Audiovisual coordinator
	+ Speaker greeter at end of walk
	+ Greeter to hand out materials to participants after they register

**1 week in advance**

* Finalize the agenda and have it printed
* Verify details with location and send any information about event they need to know
* Confirm audiovisual needs are being taken care of
* Send out media advisory to invite media to attend and cover it
* Follow up with media a day or two before the event by phone and re-send media advisory as needed
* Contact speakers with a reminder about date, time and location, as well as their topic and the name of the contact person who will greet them
* Send email (possibly through registration site) to all registrants and volunteers with reminder about event and any necessary details, including parking arrangements
* Assemble all materials being distributed to participants
* Print name tags if wanted
* Draft materials to hand to media who cover event (news release, names of key individuals, etc.)
* Notify all volunteers about their jobs and where to meet

**2 days in advance**

* Make follow-up calls to the media to ensure they have the information they need
* Pack an “emergency kit” that includes:
	+ Tape
	+ Scissors
	+ Stapler
	+ Pens
	+ Paper
	+ Phone numbers of speakers
	+ Phone numbers of media who say they will attend

**1 day in advance**

* If possible, deliver materials and set up at site
* Make additional media calls if you have missed anyone
* Make one last visit to site for walk-through
* Use social media for last-minute promotions

**Day of event**

* Arrive in time to set up tables, A/V, etc.
* Arrange check-in for volunteers
* Have volunteers arrive no later than one hour before event starts
* Greet registrants
* Greet speakers and other guests
* Complete event
* Post on social media with hashtag throughout and after event

**Day after event**

* Send news release and other materials to media that did not attend

**Week after event**

* Send thank-you notes to all speakers and volunteers
* Conduct a wrap-up/debriefing meeting with planning committee
* Write a summary and evaluation of the event – what to do better, what worked well, etc.
* Plan a celebration event for volunteers and planning committee