

## Event Planning Timeline for Conservation Districts:

This suggested timeline and activities may not apply to every event (e.g. broad public promotion isn't needed if the event is invite-only), but it's designed to provide general guidance and reminders to help conservation districts plan a successful event. Links are included to provide more information or, in some cases, templates to help you complete the task (e.g. press release templates).

✓	<b>6-8 WEEKS OUT:</b>
	<b>Invite distinguished guests:</b> If you'd like any elected officials or tribal leaders to attend, send them a letter of invitation, followed by a personal phone call to confirm whether or not they'll attend. If the answer is yes, send a confirmation letter.
	<b>Publish your event on online calendars:</b> Many places offer free, online community events calendars. Check your local newspaper, visitor bureau or chamber of commerce, journal of business, and <a href="#">Northwest Public Radio</a> and local public broadcasting website(s).
	<b>Design / distribute flyers:</b> Print flyers about the event and find people who can help you hang them in appropriate / partner venues around the community. Keep a stack at your front desk for visitors.
	<b>Identify partners for your event and assign tasks:</b> Invite partner agencies as well as community groups to be part of your event.
	<b>Host a logo contest at local schools:</b> Present the theme for the event to the students and let them help design a logo for the event outreach materials.
✓	<b>4 WEEKS OUT:</b>
	<b>Invite the media:</b> Send an invitation to media, being sure to include the "what, when, where, why, and who" of your event. This may be done via email, keeping text to no more than two paragraphs. Follow-up a few days later with a phone call.
	<b>Start promoting on social media:</b> Begin creating posts on Facebook, Twitter, etc a couple times a week about your event or an element of the event. Consider <a href="#">creating a Facebook event</a> . Ask partners and neighboring CDs to share your event on their social media and/or their newsletter.
	<b>Submit an event press release:</b> Send a short press release to media about the event. Depending on the event / community, this may be done at 2-3 weeks before the event. An <a href="#">event press release template and example</a> is available from the conservation district <a href="#">Marketing Toolkit</a> on the SCC website.
	<b>Promote event in your and partner newsletters</b>
	<b>If having refreshments/BBQ:</b> Plan menu. Contact local businesses to sponsor event by donating food.
✓	<b>2 WEEKS OUT:</b>
	<b>Develop talking points:</b> If you've asked elected officials or partners to speak at your event, be ready answer a request for talking points.
	<b>Arrange for a photographer and note-taker:</b> Decide who will be responsible for taking photos and notes during the event and make sure they're able to attend.
	<b>Plan site logistics:</b> Especially if having a cleanup/work party type event. Consider volunteer safety. BBQ/refreshment area needs. Restroom facilities. Seating, shade, entertainment, giveaways.

✓	<b>1 WEEK OUT:</b>
	<b>Call distinguished guests:</b> Two-three days before the event, call the offices of any legislators, tribal leaders, or other distinguished guests who are attending to confirm their arrival and make sure they have what they need.
	<b>Confirm with partners:</b> Be sure everyone knows their role for the day of the event.
	<b>Print materials:</b> Volunteer forms, sign in sheets, sandwich board signs, etc as appropriate.
	<b>Stage all materials:</b> A day or two out to make sure you aren't forgetting anything.
✓	<b>DAY OF THE EVENT:</b>
	<b>Bring a camera:</b> Make sure either you or another designated person is taking photos, especially during any awards/recognition and keynote speakers.
	<b>Record notes:</b> If no media attend, be ready to capture notes and quotes that can be used later when writing a press release (you may want to invest in a digital voice recorder for accuracy).
	<b>Make contact with media:</b> If any reporters attend your event, be ready to give them a business card and offer recommendations for people to interview.
	<b>Track volunteers:</b> Use a sign in sheet and also volunteer waiver forms if appropriate to the event.
	<b>Post during the event:</b> Use social media to create awareness of the event. Even posting during set-up etc. Depending on the event this could be done during the week before. "Come see us at the fair!"
✓	<b>FOLLOWING THE EVENT:</b>
	<b>Upload photos:</b> Upload and save your event photos; label pictures most suitable for press / media use.
	<b>Thank you notes:</b> Send thank you letters to all distinguished guests (elected officials, tribal leaders, etc.) and reiterate any "take-home messages" from the event. Include photos of them from the event that they can use in their newsletters, website, etc.
	<b>Monitor news coverage:</b> If media attended the event, find out when their story will run and publicize it on your website, social media, etc.
	<b>Write and submit news release:</b> If no media were able to attend, write a short news release about the event. A <a href="#">press release checklist</a> and <a href="#">template for writing a story press release</a> is available from the <a href="#">Marketing Toolkit</a> page on the SCC website.