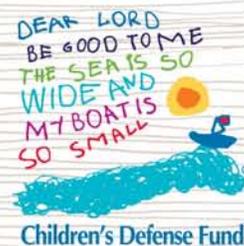


Children's Defense Fund Advocacy Event Checklist



Please use the following checklist as you prepare for your event. Feel free to add additional items you will need that are specific to the activities/events you will be organizing.

Item	Notes	Target Completion Date	Date Completed
Logistics Planning			
Permits <ul style="list-style-type: none"> ▪ Obtain permits for event location, sidewalks, street ▪ Obtain orange cones to use as markers for crowd/event parameters 			
Program <ul style="list-style-type: none"> ▪ Invite speakers (i.e. Member(s) of Congress, child speaker and other special guests) ▪ Confirm speakers ▪ Obtain speaker bios ▪ Construct timed schedule ▪ Appoint facilitator ▪ Appoint time keeper ▪ Appoint speaker-greeter ▪ Appoint check-in people ▪ Create route diagram ▪ Print and practice chants for crowd (if necessary) ▪ Determine "Call to Action" 			
Promotion <ul style="list-style-type: none"> ▪ Create event flyers ▪ Send event notification letters to relevant parties 			
Buses/Transportation <ul style="list-style-type: none"> ▪ Research transportation companies ▪ Contact transportation company to receive estimates ▪ Confirm transportation ▪ Obtain insurance (if needed) ▪ Plan out pick-up and drop-off locations ▪ Plan route ▪ Collect liability waiver forms 			
Stage set-up <ul style="list-style-type: none"> ▪ Obtain step stool ▪ Obtain podium ▪ Create set-up diagram ▪ Create/obtain signs/banners 			

Item	Notes	Target Completion Date	Date Completed
for stage			
Sound system/equipment <ul style="list-style-type: none"> ▪ Microphones ▪ Loud speakers ▪ Conduct sound check once setup is complete 			
"Rainy Day" Plan B <ul style="list-style-type: none"> ▪ Determine alternate location ▪ Determine "Last call" time 			
Develop an emergency plan (i.e. plan for fainting, dehydration, etc.)			
Check location of the nearest rest rooms etc.			
Cleanup crew <ul style="list-style-type: none"> ▪ Obtain trash bags ▪ Obtain gloves 			
Other:			
Materials Needed to Support Event			
Obtain bull horn			
Obtain first aid kit			
Obtain heavy-duty/masking tape			
Obtain/create sign for podium			
Create signs to designate parking areas			
Obtain banners			
Obtain materials to create signs <ul style="list-style-type: none"> ▪ Paper/posters ▪ Markers ▪ Wooden sticks 			
Create flyers to publicize the event			
Create event map-out <ul style="list-style-type: none"> ▪ Location and people to check in with ▪ Where everything will be set-up 			
Obtain water			
Obtain food/snacks			
Identify hosts/hostesses <ul style="list-style-type: none"> ▪ Obtain cell phone numbers 			
Identify/secure photographer <ul style="list-style-type: none"> ▪ Designate a photographer ▪ Identify a camera to use ▪ Provide a detailed time schedule of events to photographer 			
Other:			
Special Guests and Other Invitees			
Identify Members of Congress and special guests to invite			
Invite and send Members of Congress and special guests information on the event			
Confirm Members of Congress and special guests attendance at the event			

Item	Notes	Target Completion Date	Date Completed
<ul style="list-style-type: none"> ▪ Provide guests with talking points, policy background, CDF background ▪ Obtain arrival and departure times of guests ▪ Obtain driver and/or point of contact's cell phone number ▪ Provide drop-off point to guests ▪ Identify greeter to welcome special guests 			
Identify and invite other children's groups & CDF allies (Sunday schools, summer schools, summer camps/programs, etc)			
Other:			
Media Prep			
Draft media advisory to send out prior to event			
Draft press release to send out after event			
Identify press secretary (media contact person, media liaison) to direct media			
Contact local media outlets <ul style="list-style-type: none"> ▪ Newspaper ▪ TV ▪ Radio ▪ Community Bloggers 			
Identify spokespeople: 1 child, 1 parent, 1 staff and 1 special guest			
Construct Media Packet <ul style="list-style-type: none"> ▪ Contact information and biography of speakers ▪ Contact information for <i>CDF Freedom Schools</i> ▪ Selected Health Campaign fact sheets ▪ <i>CDF Freedom Schools</i> One-pager 			