



EVENT PLANNING CHECKLIST

Pre-planning – 6 weeks out

Choose a date and book venue

Recruit screening partners and assign roles & responsibilities: MC, digital outreach, canvassing, press, event reception, etc.

Recruit speakers/moderators/VIP attendees

Audience Building – 4 weeks out

Create a digital signup form for attendees (even a Google form will do!)

Custom design and print your @home screening fliers

Create a social media content calendar pushing people to sign up, including:

- Share graphics (you can use photo and graphic assets provided in our digital screening kit)
- Tweets using hashtag #athome and handles @home_campaign and @invisiblepeople

Event Planning – 3 weeks out

Write/send email announcement and ask partners to share with their email lists, too.

Draft event agenda

Plan reception: food, drink, equipment rentals (if applicable)

Test DVD player, projector, microphones, and any other AV equipment needed for screening

Press Outreach – 10 days out

Personally reach out to your media contacts

Send out press release to other targeted media outlets

Final Push!

Test your @home DVD

Send a kicker email and ramp up social media outreach

Confirm speakers/moderators/VIP attendees

Coordinate with press for attendance and interviews

Print/copy literature about your organization, @home fliers, signup sheets, and discussion guides

Event Day

Collect email/phone number signups at the door

Set up station to sell your merchandise and @home DVDs

Ask volunteers to run your own social media channels to keep conversation going online

Project your Twitter stream during reception/discussion

Take photos and short videos of event highlights

And make sure to thank everyone for coming, and follow up by email with more ways they can get involved to end homelessness in your community.