

# Host an Event



## CHECKLIST

### Event Details

**Title of Event** \_\_\_\_\_

**Date/Time** \_\_\_\_\_

**Location** \_\_\_\_\_

**Description**

**Goals**

**Target Audience** \_\_\_\_\_

**Contacts (name, role, email, phone)**

**Host** \_\_\_\_\_

**Venue** \_\_\_\_\_

**Campaign** \_\_\_\_\_

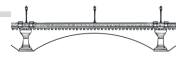
**Other** \_\_\_\_\_

### Logistics

- Do you have permission from the venue to host an event?
- Is the venue okay with you posting signs?
- Is there parking? What are the transit options?
- Do you have your check-in procedure?
- Is there an opportunity to meet the candidate or local leader?
- Do you have lit and merch and other event info for a table display?

## Volunteer Roles Before the Event

ROLE	DEADLINE	DUTIES
Invites		Design invitations and develop a plan for email, social media, posting, etc... and get the invitations out
Logistic		Identify and confirm the location, get permission and venue contacts, have plan for parking, transit, food, etc...
Handouts		Obtain literature from the candidate or create your own
Photographer		Arrange to have photos taken at the event and a process for getting the photos to a social media team
Candidate Liaison		Contact to work with the campaign for the candidate or surrogate participation or other coordination
Volunteer Coordinator		Recruit volunteers to set up and work during the event and explain their roles
Emcee		Prepare the run of the show and run the event



## Event Promotion

### Tag lines

### Accounts and links

- Create a Mobilize event**
- Create a Facebook event**
- Create other event (Meet Up, local events page)**
- Send out email invites**
- Post on the newsletter**
- Post on social media- several days or weeks before the event**
- Post on social media- days before the event**
- Post on social media- day before the event**
- Post on social media- day of the event**
- Post photos on social media- During and after the event**

## Volunteer Roles During the Event

ROLE	DEADLINE	DUTIES
Set Up		Help set up the space and help set up the tables
Registration Table		Register guests and hand out name tags
Info Table		Be there for questions and pass out information
Photographer + Social Media		Take photos and get names to go with them to post during the event and after
Guest Liaisons		People at the registration table who can stay with a guest who arrives alone so they can be introduced to others. And minglers who talk about the candidate and get people to sign up.
Food and Drink Table		Keep things orderly and people happy and hand out brochures
Tear Down		Help tear down