



2024 Children's Mental Health Acceptance 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
 - Print a list of volunteers, vendors, speakers, media contacts who say they will attend and other key individuals - including their phone numbers

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
- Post photos, videos, etc. on social media channels and tag partner and sponsor organizations who supported the event

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