



Use this checklist to plan backward from your event date.

4-6 Weeks Before the Event

- Set your event goal (What do you want to achieve?)
- Choose a date, time, and format (Is it a rally, walkout, protest, etc.)
- Reserve your location (Is it online or in-person? Where and how?)
- Recruit your team and assign your roles
- Create a basic event plan
- Research permits, rules, or safety considerations as needed
- Begin researching potential partners or speakers
- Set a budget (even a simple one that help track costs for printing, permits, supplies, etc.)
- Create a shared planning document (Google doc, an Excel spreadsheet, a physical project board)

3-4 Weeks Before the Event

- Design and schedule promo (e.g., flyers, graphics, social media, etc.)
- Create your event page or RSVP link
- Begin outreach to potential partners, attendees, media persons, etc.
- Plan your materials (What will you need and how will you get it?)
- Draft a press release and begin contacting local media (Use our Press Release Template)

2 Weeks Before the Event

- Check in with speakers and partners to confirm details
- Launch a countdown on social media
- Finalize any materials
- Run a logistics check (Do you have everything you need?)
- Confirm with your team and confirm again!
- Plan accessibility details (will you need translation, ASL, wheelchair access, captions?)
- Prepare contingency plans (e.g., bad weather, tech issues, etc.)

1 Week Before the Event

- Do a full team check-in to finalize roles and last-minute needs
- Re-share the event link and push daily reminders
- Hype up social media
- Confirm with the venue
- If virtual, do a test-run on the meeting software (e.g., Zoom, Google Meet, etc.)
- Finalize the agenda

Day of the Event

- Arrive early and be prepared to address any snags you encounter
- Do a run-through of the agenda with the team
- Assign someone to document the event (take photos, videos, post live updates)
- Manage check-in or sign-ups for future engagement and community building
- Address safety and accessibility needs throughout
- Check in with your volunteers and team frequently
- Collect content for social media

After the Event

- Post a thank-you and recap on social media
- Debrief with the team
- Send a follow-up to attendees with next steps
- Send a thank-you to speakers or featured attendees
- Archive any photos, quotes, or testimonials
- Share impact results (attendance, media hits, quotes, etc.)
- CELEBRATE, rest, and regroup