

COMMUNITY EVENT PLANNING TIMELINE

FIRST STEPS (6-9 MONTHS OUT)	DEVELOP CONCEPT/IDEA FOR EVENT	BRAINSTORM THEMES	INITIAL CALL WITH MANAGER	DISCUSS IDEA WITH STEERING COMMITTEE			
6 MONTHS OUT	CONFIRM DATE	COMFIRM VENUE	DESIGN MARKETING GRAPHICS	DEVELOP MARKETING BLURB	DEVELOP BUDGET/TICKET PRICES	DEVELOP SPONSOR OPTIONS	SETUP GOOGLE DOC FOR TRACKING
5 MONTHS OUT	TICKET PAGE GOES LIVE	REACH OUT TO POTENTAL VENDORS & TALENT	BEGIN SPONSOR RECRUITMENT				
4 MONTHS OUT	START BI-WEEKLY CALLS WITH MANAGER	BRAINSTORM SMALL FUNDRAISING ADDITIONS	CREATE FACEBOOK MARKETING/POST SCHEDULE	IDENTIFY AND CONNECT WITH POTENTIAL COMMUNITY PARTNERS			
3 MONTHS OUT	FACEBOOK EVENT GOES LIVE	POST ONCE A WEEK ON FACEBOOK	INVITE 1,000+ ON FACEBOOK	FOLLOW UP WITH SPONSOR LEADS			
2 MONTHS OUT	FIRST EMAIL LAUNCHES	START DISTRIBUTING FLYERS AND PALMCARDS	POST 2X PER WEEK ON FACEBOOK	START WEEKLY CALLS WITH MANAGER			
1 MONTH OUT	IDENTIFY DAY-OF VOLUNTEER ROLES	IDENTIFY/REQUEST SUPPLY & MERCH NEEDS	DEVELOP A SHOW FLOW	SECOND EMAIL LAUNCHES	POST EVERY DAY ON FACEBOOK	CONFIRM DAY-OF VOLUNTEERS	SET AND ADVERTISE TICKET CLOSING DATE AND TIME
EVENT DAY	EVENT DAY FACEBOOK POST	ARRIVE EARLY FOR SETUP	ON-SITE TRAINING WITH VOLUNTEERS	TAKE PICTURES	WRITE DOWN YOUR TABLET LOGIN		
AFTER EVENT	RETURN REVENUE AND MERCH	DEBRIEF CALL WITH MANAGER	THANK YOU NOTES/POSTS TO STAKEHOLDERS	OPTIONAL SURVEY TO ATTENDEES	SET DATE AND START PLANNING FOR NEXT YEAR		