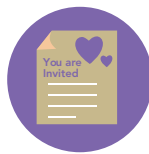


# EVENT PLANNING CHECKLIST

## *Printed Materials and Signage*

To help you keep track of some of the details, here is a checklist and recommended timeline for planning your printed promotions, event handouts and signage, as well as follow-up materials for supporters and attendees.

### BEFORE YOUR EVENT



#### Planning: 6 Months Prior

- Save-the-Date Postcards
- Invitations
- Venue Signage: Interior Needs (Posters and Banners)
- Venue Signage: Exterior Needs (A-frames, Directional Signage for Vehicle and Foot Traffic)
- Venue Décor, Table Drapes and Table Cards



#### Planning: 2 to 3 Months Prior

- Event Program (Content, Graphic Design and Printing)
- Branded Gifts for Attendees and Donor or VIP Recognition
- Branded Apparel for Staff



#### Planning: 1 to 2 Months Prior

- Name Badges
- Evaluation/Feedback Forms
- Donation Cards
- Thank-you Cards



Need help with your next event? Our print, sign and promotional products pros are here for you!



## EVENT DAY

Your months of planning are about to pay off. Your team is prepped and ready to greet guests wearing branded apparel and name badges. Signage clearly defines where you want your attendees to be, whether that's a refreshment station, a donor recognition table or large graphics that tell your organization's story and impact on the communities you serve. Draped tables and tent cards let guests know where they can be seated. And an event program and other handouts are conveniently placed at each setting, including evaluation cards/feedback forms.

Allow attendees to make on-the-spot donations or commitments to future support with donation cards placed throughout the venue. And as a special touch, have small gift bags assembled to extend the message of your mission and brand.

Depending on your organization's facility, a donor wall or installation may be appropriate. Recognition during your event of major donors and supporters whose names will be added to it help to solidify these important relationships.

## AFTER YOUR EVENT

Handwritten thank-you cards to your supporters and donors who played a role in helping you to deliver a successful event will be appreciated and remembered. Take the time to make follow-up phone calls to first-time and repeat donors and new volunteers. The personal touch can pave the way to lasting relationships. ■

