

TNNA Cares Charitable Event Scheduling Guide

Planning Guide	Done	Scheduled	When	What	How	Costs	Responsible Person
Advance Planning							
Page 4			6 months in advance	Decide to have a charity event			
Pages 4 and 15			6 months in advance	Envision your event: Determine why you're having the event, who your beneficiary agency is, what you want to accomplish through your efforts, and what your event will look like	Identify goals and expectations. Create theme, fundraising activities and programming. Write it all down to present to potential partners		
Page 5			6 months in advance	Decide where to hold your event.	Options: <ul style="list-style-type: none"> • In store • In the community 		
Page 6			6 months in advance	Determine when to hold your event . . . and for how long? (single day or on-going promotion?)	Check with your local Convention & Visitors' Bureau to determine community conflicts and opportunities		

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Page 6			5 months in advance	Identify and make first contact with beneficiary, partners and volunteers	Consider other retailers, employees, customers, guilds, community organizations, associations speaking to the same audience		
Page 9			4 months in advance	Finalize theme, activities, and programming in conjunction with all partners	Hold a get together with everyone who is interested in participating. (This could be as simple as a phone call.)		
Page 11 and Page 15			4 months in advance	Create layout	Determine sites for: volunteer sign in activities donations		
Pages 8 and 14			4 months in advance	Begin to create your marketing and publicity plan	Make list of all local and national media outlets (these can also be partners in your event)		
Page 11			3 months in advance	Take care of logistics	Determine specifics regarding parking, equipment, safety, clean-up, supplies and material shipping and storage		
Page 13			3 months in advance	Estimate budgets			

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Pages 14 and 15			3 months in advance	Finalize and print all non-electronic communications	Posters, flyers, ads, on-site signage, sign-up sheets, donation forms, receipts, etc.		
Page 16			2 months in advance	Mail flyers, invitations			
Page 16			2 months in advance	Order t-shirts and other promotional materials from beneficiary			
Page 16			2 months in advance	Call local radio/tv/print news, government officials	Personally invite them to come and stitch		
Page 16			1 month in advance	Finalize volunteer list	Set schedules for 2 hour shifts if possible.		
Page 16			1 month in advance	Announce in store newsletter (internet)			
Page 16			1 month in advance	Announce in store newsletter (printed)			
Page 16			1 month in advance	Post posters in store and community			
Page 16			2 weeks in advance	Send press releases to local media (via internet)			

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Page 16			2 weeks in advance	Send email alerts out to local media			
Page 16			No later than 2 weeks in advance	Gather all materials for displays, programs, and/or activities			
Page 16			One week before	Re-contact local tv news, government officials			
Page 16			One week before	Contact tv stations	Excite them about what you're doing and why		

Day of Event before the event

Page 17				Set up	Have volunteers meet at least one hour early to set up any additional displays, food, signage, etc.		
Page 17				Set out attendee sign in sheets, printed materials, special promotions and activities			
Page 17				photography	Make sure to document your success. Designate someone as official photographer. Even a disposable camera is ok.		

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After the event							
Page 18				Send thank you's to volunteers			
Page 18				Send thank you's to celebrity guests			
Page 18				Send donations to your charity of choice.	If you would like to make your donations to LBBC(TNNA's STWABC beneficiary, please refer to LBBC.org.)		
Page 18				Send follow up press release and photos to local media and to TNNA, to be published on TNNA.org	1100-H Brandywine Blvd. Zanesville, Ohio 43701 or email to TNNA.info@Offinger.com		
Page 18				Assess results in terms of original goals and expectations	Determine what worked and what didn't in order to prepare for the next time.		