

# Banners of Hope

## Event Implementation Checklist



Modify the suggested timeline below to suit your business and your staff's promotional ideas.

### **Preliminary Preparation**

Decide on your local charity and meet with charity officials to coordinate promotions, dates and events as well as decide on additional fund raising activities.

Review all the resources for BOH on the CHA website to save preparation time.

- If you are a CHA member you can download the Banners of Hope logo for use in all promotions
- Create a workable BOH promotion/event timeline
- Contact sewing suppliers and your other craft suppliers to solicit supply donations for your event.
- Be sure to submit your dates and activity outline to local media in order to get them included in print & online calendars
- Hold staff meetings to educate all employees about BOH and to build enthusiasm and get suggestions for the event.

### **Two months before your event**

- Prepare ads, newsletters, customer emails, store flyers, etc.
- Develop a visible presence in the community by posting flyers and information about your event on Community bulletin boards, newsletters, e-blasts, Twitter, Facebook and other social media sites
- Add BOH information to your website – advertise the event, and any special promotions you will have during the project timeline.

### **One Month before your event**

- Customize the BOH press release template and send to local media; follow-up throughout the month.
- Pitch local TV or local free newspapers with BOH demos, tips and idea sheets or sewing related stories; follow-up throughout the month

### **Two weeks before your event**

- Double check promotional materials have been ordered for your planned events
- Double check with suppliers to see if donations have been sent
- Prepare any prizes or activities for you customers during the event
- Start decorating your store with BOH marketing materials and display BOH samples
- Organize an area or space for your event.
- Send event press release to local press; follow-up
- Call local radio station to coordinate a broadcast
- Order any refreshments or give aways.

### **Day of the event**

- Take photographs and record guest comments for social media posts
- Tweet and post on Facebook throughout the day
- Build staff enthusiasm; solicit feedback to improve events