



## Three-Month Timeline and Event Checklist Foundation Month and World Polio Day

*If your event is less than 3 months out, you will need to compress the steps for 3 months and 2 months.*

### 3 Months Before

- Brainstorm and decide what kind of event you are organizing. Choose a theme if appropriate.
- Organize an event planning committee if needed.
- Draft your budget and set a fundraising goal that is attainable.
- Set a date.
- Check to see if your preferred venue(s) are available for this date.
- Secure the venue.
- Identify equipment needs and secure equipment.
- Decide on what suppliers you need to make your event successful. Consider entertainment, food, decor, audio visual, and printing.
- Decide on (and order if necessary) any food that is required.
- Solicit sponsors if required.
- Apply for a liquor license/lottery license if required.
- Choose and Invite speakers, if required

### 2 Months Before

- Decide if you need any volunteers on the day of your event. If so, how many? Recruit them now.
- Prepare promotional materials, such as flyers, posters and emails. Ask your Zone Regional Rotary Foundation Coordinator team and your Regional Public Image Team for guidance on resources.
- Get a digital logo file from any sponsors.
- Send out invitations if required. Send your event information to all of your contacts.

### 1 Month Before

- Keep track of your event guests/participants, number of tickets sold, sponsors, etc.
- Submit event details to local events calendars and local media.
- Prepare any onsite materials about Rotary, The Rotary Foundation and polio eradication that are needed.
- Promote the event heavily on social media – ask members to like , comment on and share posts.

- Identify a photographer and social media volunteer for the event. Set up a time for them to meet and discuss how they will work together during the event.
- Ensure that your social media volunteer knows how to use the People of Action messages and overlays before the event. Contact your Zone Public Image team for assistance and resources.

## 2 Weeks Before

- Create a final list of volunteers and determine their day-of duties. Send out a reminder.
- Confirm event information with all vendors and suppliers.
- Contact local media to attend the event.

## Day of Your Event

- Meet with your committee and volunteers before the event starts to make sure everyone knows their roles/duties.
- Set up for the event.
- Accept donations and identify potential Rotary Foundation donors.
- HAVE FUN!
- Take plenty of pictures.
- Post to social media channels in your community. Use [#Rotary](#), [#TheRotaryFoundation](#), [#PeopleofAction](#), [#EndPolioNow](#), and/or a hashtag for your club or district in social media posts..
- Thank everyone for coming.
- Thank everyone for their help.

## After Your Event

- Tally your finances and determine the total raised.
- Identify any other measurable impact from your event.
- Send your photos and story to your district Public Image Chair.
- Post your story on your club or district website and social media pages.
- Evaluate the success of your event and document any changes you would make next year.
- Begin planning for your event for next year!