



## **ACTIVIST TIMELINE**

### **ONE MONTH BEFORE THE EVENT**

#### **Coalition Building**

- Contact progressive campus groups, academic departments, and community members to invite them to co-sponsor and/or co-fund your First Monday Campaign event.
- Recruit other organizations' members to get involved and help plan and execute the event.

#### **Event Logistics**

- Research potential sites for your event. Look for rooms that are in a central location, near public transportation, handicapped accessible.
- If possible, do a walk-through of your chosen location to check that its lay-out is suited to your needs. Check for AV equipment, available seating, and other amenities.

#### **Budget**

- Prepare an anticipated event budget.
- Seek funding through your school administration, student union, and other student organizations.

#### **Speakers/Panel**

- Contact professors and local speakers. Do this as early as possible, as their availability may determine the time and date of your event.

#### **Materials**

- Begin to prepare event materials: flyers, hand-outs, etc.

### **THREE WEEKS BEFORE THE EVENT**

#### **Coalition Building**

- Continue to reach out to other campus organizations for assistance with publicity and funding.

#### **Event Logistics**

- Reserve room.
- Reserve AV equipment.
- Reserve tables for sign-in, materials, and refreshments
- Pay any associated room and equipment fees.
- Notify campus police, if necessary.
- Make arrangements for food and drink.
- Develop tentative schedule of program.

#### **Budget**

- Ensure that you will have access to the funds necessary to host your event.

### **Speakers/Panel**

- Confirm speaker(s) for time and date.
- If necessary, make travel arrangements (air, train, hotel, parking, etc.) for your speaker(s)
- Ask speaker(s) for biographical information to use for introductions and promotion.

### **Media Outreach and Publicity**

- Develop and disseminate press release to local and campus media outlets.
- Fax and email press advisories.
- Submit a blurb to weekly bulletins, calendars, and websites with frequent student traffic.

### **Materials**

- Finalize event materials: flyers, hand-outs, etc. Begin to distribute on campus.

## **TWO WEEKS BEFORE THE EVENT**

### **Event Logistics**

- Finalize and confirm all reservations for location, equipment, and refreshments.
- Delegate tasks such as running AV equipment, picking up refreshments, staffing speakers, and registering students. Determine who will introduce each speaker and welcome students to the event.
- Finalize program schedule.

### **Publicity**

- Post First Monday Campaign flyers in classrooms, kiosks, and bulletin boards.
- Make classroom and club meeting announcements and set up a table in the Student Union.
- If you have not done so already, submit a blurb to weekly bulletins, calendars, and websites with frequent student traffic.
- Circulate mass emails.
- Encourage professors to invite students.
- Contact campus radio stations and newspapers for announcements and/or advertisements.

### **Media Outreach**

- Fax or email reminders to the press.
- Make appointments to speak with student reporters and invite press to attend the event.
- Put together small press packets, if needed, with materials provided by Alliance for Justice.
- Draft and submit letters to the editor and op-eds for placement near or on event day.

### **Materials**

- Make copies of handouts and flyers for distribution.

## **ONE WEEK BEFORE THE EVENT**

### **Event Logistics**

- If you haven't done so already, double-check that all arrangements for location, AV equipment, and refreshments are settled.
- Ensure that all members of your group and organizing committee are aware of their responsibilities.

### **Speakers**

- Inform speakers of the program schedule. Remind them of the time and date, and ask whether they have any questions or concerns about their role.

## **Publicity**

- Make sure that all flyers are posted in classrooms, kiosks, and bulletin boards.
- Remind students in classrooms and at club meetings of your upcoming event.
- Circulate reminder emails.

## **Media Outreach**

- Fax or email second reminders to the press.
- Call to follow up with reporters and members of the press who will attend your event.
- Continue to submit letters to the editor and op-eds for publication.

## **DAY OF THE EVENT**

### **Room Logistics**

- Make sure the film is cued up and the equipment is working properly. Test the audio equipment and set the volume to an appropriate level.
- Set up chairs for audience and speakers. Reserve seats for important guests, if necessary.
- Set up a sign-in table so that you can keep track of who attends the event for follow-up activities. If possible, have a greeter to stand by the table – this person not only welcomes your attendees, but also ensures that they sign-in and that you capture contact information.

### **Speakers/Panel**

- Check-in with speakers.
- Give speakers an opportunity to check out where they will be sitting or standing, test the microphone, etc.
- Make sure everyone has a glass of water.

## **Publicity**

- Talk up the event to students and professors to remind people to attend.
- Pass out any last-minute flyers.
- Promote on local and campus radio stations.

## **Media Outreach**

- Email and fax the press release again.
- Make sure to schedule time to talk with student and local press.
- Call local TV and print reporters the morning of the event.
- Assign a member of your organizing committee to assist press at the event.

## **Materials**

- Place the sign-in sheet near the door (use the sheets that were mailed to you).
- Make sure all handouts are in a visible place for students to pick up.

## **Food and Beverages**

- Make sure that the food and drinks are picked up/delivered.

## **AFTER THE EVENT**

### **Follow-Up**

- Call or e-mail First Monday Campaign staff ([studentactioncampaign@afj.org](mailto:studentactioncampaign@afj.org)) to tell us about your successful event! Send First Monday organizers a summary of the event, including the type of event organized, names of speakers, media coverage received, number of attendees and contact information of the attendees. Alliance for Justice highlights events on our campus organizers listserv and the AFJ website.



- Forward (via fax or mail) copies of your sign-in sheets to First Monday Campaign staff so that attendees can be added to AFJ mailing lists and invited to future activities and workshops.
- Please send us copies of all articles mentioning your event, including letters to the editor, op-eds, and news articles or television clips.
- Fill out the First Monday Campaign evaluation form.
- Send thank-you letters to speakers and special guests.
- Follow up with participants via e-mail to thank them for attending your event. Take the opportunity to ask them to join your organization, remind them about action steps on this issue, and advise them about any related upcoming events or activities.

Please contact [studentactioncampaign@afj.org](mailto:studentactioncampaign@afj.org) or call 1866-347-7866 if you need additional tips or help organizing your event.