



Event Team Checklist

EARLY PREPARATIONS

- Determine the purpose and goal of the event and consult with the Divisional Field Director.
- Determine facilitator and team roles needed.
- Develop a budget: venue, food, presenters, supplies, marketing, audio/visual, Stonecroft support, sponsors to offset costs.
- Set up online registration through Stonecroft, if needed.

PROMOTIONS

- Brainstorm with team for publicity.
- Prepare promotional items such as social media, emails, invitations and posters, etc., include where and how to register and suggested donation, if appropriate.
- Prepare the media list and post/contact (i.e. texting network, newspapers, churches, radio, social service agencies, non-profits, Facebook, community boards, etc.).
- Invite local media as appropriate.

LOGISTICS

- Arrange for audio/visual and technician as needed. Run through program and test equipment well before the start of the event.
- Determine displays and promotional tables needed. Order resource items for a Stonecroft display. Place for suggested donation, if appropriate.
- Plan and prepare signage for registration, parking, entry, breakouts, etc.
- Determine what will be needed at the event: photographer, laptop and speakers, food, drink, supplies (including name tags, pens, pencils, extension cords, handouts, media release forms, etc.).
- Plan for post event next steps: organize small group sign-ups, prepare feedback form (either online or as a handout).

DURING THE EVENT

- Facilitator introduces Stonecroft and thanks partners, speakers, and anyone else who helped plan.
- Determine seating, set up for interaction. If breakouts, prepare according to presenter needs.
- Take photos and video.
- Be sure participants walk away with next steps, value-added materials, and Stonecroft information.

AFTER THE EVENT

- Send thank you notes to anyone who helped make the event a success.
- Read the participant feedback forms and debrief with team and DFD.
- Share event details, stories, and pictures through the online event report at stonecroft.org/reporting.
- Complete Stonecroft financial and remit any monies to Stonecroft.

For more information visit stonecroft.org/evangelism-tools.