

## Suggested Checklist for Planning a National Day of Racial Healing Event/Activity

Honoring the National Day of Racial Healing can be as simple as meeting two or three friends for coffee or hosting a small dinner party while using this Conversation Guide to help you facilitate a meaningful, healing conversation.

This checklist assists you in planning a larger public event with speakers and performers. You may wish to work in a group and share responsibility for tasks.

### PLANNING – PHASE ONE

- Determine the type, size, and atmosphere of the event.
- Select location and plan logistics (room setup, food, audiovisual equipment, accessibility for the physically challenged, etc.).
- Finalize the budget and timeline.
- Begin setting the agenda or run of show.
- Send out a "Save the Date" notice via mail, email, or fax.
- Identify and invite speakers and/or performers. Be sure a diversity of experiences are represented in the program.
- Begin developing your materials.
- Determine what materials and services you will need from outside vendors. Do not forget food and beverages; room setup, including tables and chairs; signs and banners; decorations, including flowers; entertainment; and attendee giveaways.
- Research the names and addresses of individuals and organizations you would like to invite.
- Recruit and secure sponsors, if necessary.
- Set up your record-keeping process and create an event binder.
- Determine food service needs.

### PLANNING – PHASE TWO

- Call potential speakers and/or performers to seek confirmations.
- Once your venue and event date and time are secured, submit details to [DayofRacialHealing.org](http://DayofRacialHealing.org). You can choose whether to make your event open to the public and visible on our website, or share the details privately with the W.K. Kellogg Foundation for statistical purposes.
- Touch base with sponsors to update them on your progress.

- If applicable, provide your caterers or food service committee with a head count by the deadline.
- Determine transportation access.
- Determine medical or mobility needs.
- Arrange for a central office space during the event.
- Finalize and print materials (except for the agenda and participant list, which should be printed the week before the event).
- Decide whether you will invite the media.
- Distribute invitations.
- Determine audiovisual needs and make arrangements with the event venue.
- Other: \_\_\_\_\_

## DEVELOPMENT

### Three Weeks Out

- If you are seeking media coverage, draft a media advisory.
- Contact speakers and/or performers to discuss their presentations and see if they need additional information, support or technical setup.
- Compile a list of media outlets that may be interested in covering your event.
- Make plans to share your event details on social media, using #HowWeHeal. You may want to identify a person who will provide social media coverage during the event.
- Other: \_\_\_\_\_

### Two Weeks Out

- Send out your media advisory.
- Start calling reporters to interest them in the event.
- Make a list of materials to be taken to the location and begin packaging them.
- Make staff assignments (including registration staff, note taker, audiovisual coordinator, and speaker greeter) and explain duties to all staff members.
- Other: \_\_\_\_\_

### One Week Out

- Finalize the agenda and have it printed.
- Verify details with venue, confirm audiovisual needs and send venue your room layout and any special instructions.
- Conduct a site walk-through.
- Continue calling reporters to encourage attendance.
- Continue promoting on social media.
- Touch base with speakers and performers to make sure that they have the correct date and location of the event, as well as the time they are expected

to speak. Give speakers the name of a contact person who will greet them upon arrival.

- Assemble materials for distribution to participants; send them to the venue.
- Print name tags, if applicable.
- Draft a press release describing the event for release on Awareness Day.
- Other: \_\_\_\_\_

## IMPLEMENTATION

### The Day Before

- Make sure that all materials arrived at the venue.
- Pack an “emergency kit” with any miscellaneous materials you may need (tape, scissors, stapler, pens, pencils, paper, phone numbers of speakers, etc.).
- Other: \_\_\_\_\_

### National Day of Racial Healing – Day of

- Arrive early and check that the location is set up correctly and that audiovisual materials are available as requested. Check all microphones, projectors, audio equipment, and computer connections.
- If registering guests, check the registration area. Make sure name tags and supplies are plentiful. Plan to have staff members at registration approximately an hour before the start of the event.
- Make sure staff are in correct locations and that all areas are covered for the entire event.
- Allow time for run-throughs if requested by your speakers or needed by entertainers.
- Make sure that signs directing people to the event are posted.
- Distribute the news release.
- Share photos and compelling quotes from speakers on social media using #HowWeHeal.
- Other: \_\_\_\_\_

### After the Event

- Take time to celebrate your success with and thank your partners.
- Conduct a wrap-up meeting with the planning committee.
- Prepare written summary and evaluation of event.
- Complete event binders and records.
- Review invoices and send payment.
- Contact organizations that attended the event to discuss collaboration for next year’s National Day of Racial Healing and other activities throughout the year.

NATIONAL DAY OF

# RACIAL HEALING

- Send thank-you cards and notes of appreciation to committee members, volunteers, presenters, sponsors, staff members and others involved with the event.
- Other: \_\_\_\_\_