

STEPS TO PLANNING A SUCCESSFUL KBD EVENT

All successful events require extensive planning. Continuously refer back to the following schedule while planning your Kick Butts Day event. Not every event will fit perfectly into the following schedule and you'll have to use your best judgment on when to begin planning other aspects of your event, but these discrepancies will be pointed out in the individual event descriptions.

ALL SUCCESSFUL EVENTS REQUIRE EXTENSIVE PLANNING.

6-8 Weeks before the Event:

- Establish core message and visualize exactly what you want your event to accomplish. This will be the message that you deliver throughout the event and repeat over and over again.
- Decide where and when your event will be held.
 - Think of places in your community that get a lot of car and foot traffic – usually someplace in a downtown area or at your city hall.
 - Also think of the specific criteria your location will need to meet for you to put on a successful event. Should it be inside or outside? Do you need a large space with room to spread out?
 - Consider your audience. This will determine whether you want to hold your event at your school or in the community.
- Apply for a permit or other permission once you have chosen your location.
 - You will need to get a permit from your local city government in order to hold an event in many public places. This can be done at your city hall. You will have to decide your location and time before you apply because the permit is only good for that day and time. It can sometimes take up to a month to get the approval, so do this soon! If you are hosting your event at school, talk with your principal to get permission to use a location on school grounds.
- Consider how to acquire harder-to-get materials, such as costumes, microphones, speakers and other large items.

4-6 Weeks before the Event:

- Register your event at KickButtsDay.org.
- Contact any important people you'd like to attend your event, such as local leaders and the media. Local leaders have busy schedules so be sure to do this earlier rather than later.
- Continue collecting materials that you will need for your event.
- Begin to recruit volunteers to help you prepare for the event and to help with specific tasks the day of your event. Assign volunteers specific responsibilities.
- If your school or organization requires participants to have permission slips, begin collecting them now.

Register your event
at KickButtsDay.org.



2-3 Weeks before the Event

- Send out invitations to people in your community to attend or contribute to your event.
- Prepare flyers and palm cards.
 - A palm card is a flyer, usually a double-sided, half-sheet or quarter sheet of paper that you can hand out to people as they walk by your event. It should be simple with your core message as the main focus, as well as include a strong graphic that makes people want to read it. Tell people to take action, whether it's contacting their elected officials or writing letters to the editor of their paper. Give them plenty of information so that it is easy for them to act.

1-2 Weeks before the Event

- Finalize volunteer tasks and responsibilities.
- Contact local media.
- Create a press release and media advisory. See page 47 in the Getting Noticed Section for more information on how to create press releases and media advisories.
- Assemble Press Kits.
 - Include your media advisory, press release, a fact sheet with the main facts about your issue and contact information. See the Getting Noticed section on page 48 for more details on how to promote your event to the media.
- Reconfirm with location that you will be holding your event there.
- Begin to create posters or other promotional materials you will need for the event.
- Organize all of your materials and figure out how to get anything you're missing.

2-3 Days before the Event

- Make press calls to local media including newspapers, television stations and radio stations.
 - Fax the press a copy of your media advisory.

Day of the Event:

- Bring the press kits with you to the event so you can hand them to the media in attendance.
- Bring your city permit in case it is needed as proof that you are allowed to do this.
- Have fun! This is a great opportunity to get your message out to not only the people attending your event but also the people that watch the news on TV or read the newspaper.
- See specifics of each event for more details.

