

Promoting Organizational Development: Membership Recruitment and Leadership Development

Event Planning Checklist (SAMPLE)

Goals of every event/activity:

- Welcome non-members
- Provide invitations/opportunities to be involved
- Highlight value membership in the League
- Increase the visibility/profile of LWV
- Identify and engage new leaders

Important reminder: We want to be visible all year. But, it may be better to do fewer events and maximize ALL opportunities around them than to do a series of “less intentional” events.

	Before the event	At the event	After the event
Direct Outreach	<ul style="list-style-type: none"> ▪ Have members personally invited friends/colleagues to attend? ▪ Have membership ambassadors been identified and trained? ▪ Do you have a kit of membership materials prepared (e.g., a totebag with brochures, sign-in sheets, etc that can go each event)? ▪ Have you utilized the League's vehicles to promote the event (e.g., website, email list, Voter)? 	<ul style="list-style-type: none"> ▪ Is the sign-in sheet out? ▪ Is there some “take away” item (e.g., flier about next event, copies of the Voter)? ▪ Is the moderator prepared with an “ask”? ▪ Are the membership ambassadors mingling? ▪ Is there League “signage”? ▪ Are League members wearing pins? ▪ Are there membership materials and/or “give and take” cards? 	<ul style="list-style-type: none"> ▪ Have you followed up with the names on the sign-in sheet? ▪ Have you thanked volunteers? ▪ Are the membership materials restocked for next event? ▪ Did you evaluate how it went – i.e., did we meet the goals above?
Allied Outreach	<ul style="list-style-type: none"> ▪ Can we build on someone else's efforts (e.g., a standing event)? ▪ Who would be a good partner to cosponsor with us? ▪ Who can advertise our event through their networks? ▪ Who else would be interested? ▪ Who do we know that can make this happen? 	<ul style="list-style-type: none"> ▪ Is LWV visible (if we are cosponsoring on another group's event)? ▪ Have we made a membership pitch (from podium or through materials) that speaks to what the audience cares about? ▪ Did we offer ways for them to be in relationship with LWV (e.g., membership, next event)? 	<ul style="list-style-type: none"> ▪ How do we follow up with the allied organization to strengthen our relationship with them? ▪ Did we ask key members of the org to join? ▪ Can we advertise our next event through them? ▪ Did we evaluate how it went?
Media Outreach	<ul style="list-style-type: none"> ▪ Have you identified who would be the “right” fit (e.g., the reporter who is on this beat) to cover the event? ▪ Have you identified the right approach to engage the reporter (e.g., deskside chat, phone call, fax)? ▪ What alternative media options are there? ▪ Did we get the event listed in the “community calendar” section? ▪ Are there non-print media opportunities? 	<ul style="list-style-type: none"> ▪ Did you talk to any press present? (Help develop relationships by welcoming them too) ▪ Was LWV a true part of the focus of the event so that it “has to” get covered by press? ▪ Do you have stories/quotes ready? ▪ Did you take photos of the event? 	<ul style="list-style-type: none"> ▪ Did you send out a follow up press release or letter to the editor? ▪ Did you send thank you note to media that attended? (Again building good relationships). ▪ Did you invite media to next event?
Leadership Development	<ul style="list-style-type: none"> ▪ Who else can you engage in planning this event? ▪ Is there someone who can “shadow” the organizers? ▪ Are there some small tasks to engage some potential future leaders? 	<ul style="list-style-type: none"> ▪ Can you highlight the personal value in being a League leader – e.g., showcase opportunities, fun, etc? ▪ How can you acknowledge and value League volunteers/leaders publicly? ▪ Is there someone who can “shadow” those in charge of the event? ▪ Did you note what League members were present (and interested in the issue/topic/event)? ▪ Who else can you invite to this event – i.e. what potential leader? 	<ul style="list-style-type: none"> ▪ Did you thank League leaders? ▪ Did you ask the organizers what else they needed – e.g., training, resources, volunteers? ▪ Did you send on the list of attendees to the Nominating Committee? ▪ Did you observe an area for training, mentoring or other areas of organizational growth? ▪ Are there notes/records in place for the next leader about this event? ▪ Did you follow up with anyone that you invited?