

## ACTIVIST CHECKLIST

### 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

- Reserve a room that is in a central location, near public transportation, and handicapped accessible.
- Reserve AV equipment.
- Pay any associated room and equipment fees.
- Notify campus police, if necessary.
- Reserve a table for signing in participants.
- Reserve a table for materials.
- Reserve a table for refreshments.
- Make arrangements for food and drink.

#### Speakers/Panel

- Contact professors and local speakers.
- Confirm speakers for time and date.
- Ask speaker(s) for biographical information to use for introductions and promotion.
- Delegate who will introduce each speaker.
- If necessary, make travel arrangements (air, train, hotel, parking, etc.) for your speaker.

#### Publicity

- Post First Monday Campaign flyers in classrooms, kiosks, and bulletin boards.
- Make classroom announcements and set up a table in the Student Union.
- 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

- Develop and disseminate press release to local and campus media outlets.
- Fax and email press advisories one month prior to the event.
- Fax or email reminders to the press at two weeks and one week before the event.
- Make appointments to speak with student reporters and invite press to attend the event. Call to follow-up!
- Put together small press packets, if needed, with materials provided by the Alliance for Justice.
- Draft and submit letters to the editor and op-eds for placement near or on event day

#### Materials

- Copy handouts and flyers.

## DAY OF THE EVENT

### Room Logistics

- Make sure the film is cued up and the equipment is working properly.
- Set up chairs for audience and speakers.
- 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 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. The Alliance for Justice highlights First Monday 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.