



My Event Basics:

Event name: _____

Event Date: _____ Time: _____

Event Location: _____

Number of Attendees Expected: _____

Goals: _____

Day of Event:

- Set up space for event
 - o How much time will you need for set-up?
 - o What needs to be set-up/brought to event location? Who will bring these items and who will assist with set-up?
 - o Display signage and banners in a clearly visible location to direct donors to drop-off location
 - o Set up food and refreshments in a central area near informational materials – you can invite donors to enjoy refreshments when they drop off bikes and allow them to see displays and informational materials while doing so.
- Designate roles for volunteers staffing bike drive throughout the day:
 - o Who will field all press inquiries on the day of the event (if publicity has been included)?
 - o Who will be assigned to assist with loading and unloading bikes?
 - o Who will coordinate greeting donors and obtaining information from each donor?
- Make sure that informational materials are clearly available for all attendees and donors
- Be aware of any media announcements on the day of your event or any media that will be attending your event

One week prior

- Logistics
 - How will you transport donated bikes after your event?
 - What signage and literature will be needed at the event?
 - How many copies? Who is responsible?
 - How will these items be displayed or distributed?
 - How are food/refreshments being handled on event day (if being offered)?
 - Have these items been ordered or donation arrangements made?
 - Will these items be delivered? If not, who will be responsible for picking up these items and bringing them to location?
 - Double-check all facility arrangements and make sure event location is finalized
 - What requirements must be met for this location?
 - If indoors – will a tarp be needed to protect the floor from bikes as they accumulate?
 - If outdoors – how will you handle any weather issues? (Tent, tarp, etc)
- Publicity
 - Follow up with any previously contacted media
 - Track and save any publicity received in the final days before event
 - Send reminder emails, announcements, etc.

Two-Three Weeks Prior

- Logistics
 - Displays/Informational materials – what “take-away” materials will you provide at the event?
 - What items need to be created and who will make them?
 - What information do you need to secure from Pedal Power?
 - Follow up on any outstanding logistical issues – location, food, etc
 - Follow up with any organizations/businesses which were solicited for donations for the event
- Publicity
 - Finalize press materials and media contact lists
 - Send press materials announcing event to various media contacts
 - Keep a log of all media you contact
 - Contact community organizations as well as friends/family and announce event
 - Distribute and post flyers throughout community
 - Sent email blasts to promote event

One Month Prior

- Logistics
 - Secure event location, date and time
 - Secure volunteers for day of event as well as event preparation
 - Contact organizations/companies to solicit for donations – prizes, food for event, etc.
 - Contact Pedal Power to arrange for event day
 - Banner and day-of-event kit will need to be picked up prior to event
 - Arrange a pick-up time for Pedal Power to collect all bikes from your event location
 - Provide event details to be posted on Pedal Power website
 - Establish clear methods of contact for your event
 - Who will be the contact person for donor inquiries? Press inquiries? Who will be the contact between your organization and Pedal Power?
 - How will contact be available? Note on fliers and promotional materials a way to contact your organization for more information – email or phone.
- Publicity
 - Compile media contact lists and formulate publicity plan if event will be publicized
 - Draft press release, media alert, pitch letters – have any info about Pedal Power approved by the organization prior to submitting to media.
 - Compile community and organization contact list
 - What community resources can you use to help promote your event?
 - Make a list of friend, family, neighbors, coworkers, etc that you will invite to participate
 - Create flyer with all finalized event information. Print and decide upon distribution and posting locations