Virtual Event Checklist

At Least 3 Months Before the Event:

☐ Establish virtual event format (e.g., Will you need live-streaming capabilities, mobile bidding platform?)

☐ Set goals and objectives (Dollar amount raised, #of devices registered)

☐ Select date

☐ Create a budget

☐ Develop master plan and schedule

☐ Recruit event committee, event manager or chair

☐ Recruit staff/volunteers and assign roles (e.g., panel host, chat moderator)

☐ Confirm Production/Entertainment Company

☐ Confirm Fundraising Team/Emcee/Auctioneer

☐ Create tiered ticket structure, if charging (ie Watch Party, Mini-Gala, etc)

Communications:

☐ Create a marketing and publicity plan

☐ Create branded assets (e.g., Logos, slogans, ads, templates, e-invitations, etc.)

Sponsorship:

☐ Identify sponsorship levels and benefits

☐ Create sponsorship package

☐ Secure sponsors- Build into technology platform for greater exposure (ie Split Screen, r

☐ Request logos for promotional materials

☐ Confirm presenters/speakers. Pre-recorded videos preferred. Send out recording instructions and requirements…Production Company can assist with this.

☐ Establish Ambassador roles and confirm for each venue type (House Party, Watch Party, Mini-Gala, etc.)

2 Months Before the Event

Logistics:

☐ Set up online registration and/or donation platform (Some Fundraising Platforms will take care of this for you)

☐ Investigate need for any special permits, licenses, etc. (e.g., You may need a permit if your event includes games of chance, raffles or auctions)

☐ Determine and arrange all technical needs (e.g., Live-streaming platform, mobile bidding auction software, etc.)

☐ Determine what location(s) you'll be using to record your live streamed videos (e.g. school, production studio)

Marketing & Publicity:

☐ Create an event page on your website

☐ Send e-invitations via email

☐ Enable/create email event notifications

☐ Create a Facebook event page

☐ Schedule social media posts

☐ Create a promotional video and share it on social media

☐ Register your event on a variety of online event calendars

☐ Create some buzz on your blog or member forums

☐ Develop publicity pieces (e.g., newsletter articles and/or ads, radio spots, blog posts articles for submission to other publications and/or ads, etc.)

☐ Prepare a news release, media advisory, backgrounder and all media kit materials (e.g., speaker info, photos, etc.)

☐ If your event relies on peer-to-peer fundraising, develop a toolkit for attendees that includes messaging, information about your organization and helpful tips on how to reach out to their networks

☐ If applicable, order swag items to mail to your event attendees to use on the day of the event (e.g., branded t-shirts, hats, event props, etc.)

1 Month Before the Event

☐ Send regular emails to keep promoting registration and encouraging existing attendees to continue fundraising

☐ Start mailing out swag items

2 Weeks Before the Event

Publicity:

☐ Release press announcements

☐ Post your initial event news release on your website and circulate to all partners, affiliated organizations, etc.

Communications:

☐ Request a copy of comments and/or presentations from speakers/presenters and finalize edits

☐ Finalize event script (e.g., MC, speaker introductions, thanks, closing, etc.)

Week of the Event

☐ Have the event committee meet virtually and confirm all details against the master plan

☐ Ensure back-up plans are developed for any situation

☐ Brief staff and volunteers about their event duties and timelines

☐ Test live-streaming technology

☐ Go over list with production team of the studio requirements (e.g., # of cameras, # of monitors)

☐ Prepare Google Doc for content provided during the event (e.g. producer, fundraising platform rep, script)

☐ Dry Run with all presenters, test video and sound (Execute transitions)

☐ Confirm risk mitigation plan (ie backup speakers, wi-fi issues, etc)

1 Day Before the Event

☐ Send a reminder email to attendees, including login instructions to access your livestreamed portion and a schedule/program for the event

☐ Run another live-stream test

Event Day

☐ Send Final email to attendees with login instructions and schedule

☐ Be sure to record your live-stream so you can share this with attendees later

☐ Continue to post on social media during your event to keep raising awareness and encourage donations

☐ Arrive early and go through the studio layout with production team.

☐ Early in day, do complete "run of show" testing both audio and video feeds as well as prerecorded video transitions.

Post Event

☐ Send out Thank You's to all donors

☐ Send out Thank You's to all Attendees that did not attend with link to recorded video

☐ Post the hashtag pics on your social media from the event