

Launching Activities

Launch Checklist and Reminders

Here is a checklist that will help community agencies plan and implement their launch event and serve as a reminder of key dates and tasks.

Planning of Launch	Due	Contact Name	Contact Phone	Status	Done
Orientation meeting, design launch					
Prepare launch timeline and inform all participants					
Community Partners					
Identify community partners to participate					
Identify roles for each community partner in launch					
Prepare and send out invitations to community partners					
Provide fact sheet about campaign and FAQs about literacy to community partners					
Provide speaking notes to community partners, if applicable					
Entertainment					
Book entertainment, if applicable					
Special Guests and VIPs					
Identify and invite special guests and speakers, mayor, politicians					
Provide fact sheet about campaign and FAQs about literacy to VIPs					
Provide key messages about campaign to VIPs so they can incorporate into their speaking notes					

Adult Learners					
Identify adult learners, staff or volunteers as spokespeople					
Invite adult learner speakers or other volunteers to speak at launch and other events, if possible					
Provide speaking notes to adult learners					
Coach adult learners for their presentation and possible media interviews					
Volunteers					
Identify volunteer roles and schedule volunteers, e.g. crowd control, hosting VIP's, displays, parking attendants, transportation of VIPS, hosting media, bookmark collection, hosting entertainers					
Provide fact sheet about campaign and FAQs about literacy to VIPs					
Publicity					
Schedule photographer to record event					
Follow media checklist (in media relations guide) to encourage media coverage					
Facility/Location					
Reserve location					
Design set-up/layout					
Decorations and displays supplies: posters, brochures					
Bookmarks: supplies and collection					
Safety check: check for potential safety hazards, e.g. placement of electrical wires, physical obstacles					
Parking					
Transportation					
Special permits (city hall)					
Insurance (does venue have insurance to cover events hosted by other groups?)					
Clean-up crew					

Risk and issue management, e.g. possible fire, overcrowding					
Equipment					
Complete equipment list					
Reserve special equipment e.g. microphones					
Purchase orders for new equipment					
Follow-up					
Thank-you letters (include VIPs, community partners, adult learners, venue, media)					
Evaluation (how the event went)					