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| **Local community event tick sheet** | | |
| **Stage** | **Action** | **Completed** |
| **Planning the event** | **From idea to action plan** | |
|  | Agree your target audience. |  |
|  | What key messages do you plan to share? |  |
|  | Research and agree which communication channels you plan to use during and after the event – print/radio/online. |  |
|  | Share an overview of what you’re planning with Scout Groups locally. |  |
|  | Bring your team together – agree on roles and responsibilities. |  |
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| **Organising the event** | **From action plan to execution** | |
|  | Sort out your budget. |  |
|  | Find the right space and speak with the right people. Discover who in the community can help your event. |  |
|  | Make a venue/location shortlist – ensuring accessibility. |  |
|  | Look for other events happening where Scouts could take a space. |  |
|  | Create a pop-up event/experience that’s fun and engaging. |  |
|  | Create a contingency plan, to use if anything goes wrong on the day. |  |
|  | Decide what equipment you’ll need. |  |
|  | Agree on items to give away on the day, like leaflets with contact information. |  |
|  | Create an online form to capture interest from adult volunteers. |  |
|  | Think safety. Write a risk assessment and download Scouts’ Public Liability Insurance certificate. |  |
|  | Get the right licenses for music and video, if required. |  |
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| **Promote the event** | **Identifying your audience/Spreading the word/Securing attendance** | |
|  | Create and share promotional posters online, via support networks, local business, schools, and community groups. |  |
|  | Contact local media – local print, online, radio and community newspapers. |  |
|  | Activate your internal communications plans to engage local Scouts and advocates. |  |
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| **Host the event** | **Making sure everything runs smoothly on day** |  |
|  | Brief the team who’ll support on the day, to host reporters and invited guests and encourage participation. |  |
|  | Ensure you’ve a team member capturing lots of action photographs and event highlights. |  |
|  | Bring and use photo release forms. |  |
|  | Speak to a variety of attendees to capture quotes for use in media releases. What they have enjoyed? What skills have they developed? |  |
|  | Promote your activity on social media throughout the day. |  |
|  | Ask potential adult volunteers to complete a volunteer enquiry form. |  |
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| **After the event** | **Saying thank you, following up, and maximising media coverage** |  |
|  | Write a press release and pitch it to local media outlets |  |
|  | Share quotes and images via internal communications contacts and internal websites/social media pages. |  |
|  | Follow up on enquiries from young people, who’d like to join, and potential adult volunteers quickly. |  |
|  | Debrief your team. Share successes, seek feedback, and, most importantly, thank them. |  |
|  | Start planning your next event. |  |