



EVENT HOST CHECKLIST

AGENDA

- Identify key audience(s) and partner(s)
- Design an event to engage longtime residents and immigrants
- Consider the type of events that will allow people of multiple backgrounds to meet and interact
- Identify setting and agenda that will ensure key audiences and partners feel welcomed
- Add your event to our map at welcomingweek.org
- Register your event on the Welcoming Week Portal

PRE-EVENT LOGISTICS

- Secure and confirm location for event
- Set time and date of event
- Add event details at welcomingweek.org
Set up your Welcoming Week Fundraiser!
- Set the speakers list, including inviting local VIPs and champions
- Recruit volunteers
- Secure or create all materials and props needed (e.g. microphone, speakers, podium, paper plates, paint brushes, etc.)
- Order Welcoming Week hats, shirts, and other merchandise at www.welcomingweek.org

CREATE A TURN-OUT PLAN

- Create and distribute flyers
- Post and share Facebook event
- Identify organizational partners - invite partners, allies, and volunteers
- Send out reminder with clear roles and logistics to volunteers

Be sure to add your event to our map at welcomingweek.org for access to marketing materials and host resources.

GET THE WORD OUT

- Send media advisory a week before your event, and remind journalists a couple of days in advance
- Make media follow-up/turn-out calls
- Send out press release day of event
- Assign a press contact person - this person should be available at the event
- Use #WelcomingWeek in all social media

ASSIGN DAY-OF ROLES

- Photographer/videographer (must also get signed release forms)
- Master of ceremonies
- Volunteer coordinator

COLLECT YOUR EVENT MATERIALS

- Clipboards and pens
- Sign-in sheets
- Evaluations
- Welcoming banner
- Video/photo release forms
- Download and print Welcomer signs from www.welcomingweek.org (available in various languages)

AFTER THE EVENT

- Send thank you emails or notes
- Post and tag pictures on your website, blog, and Facebook page - please note for which photos/videos you have release forms and tag Welcoming America so that we can share
- Submit event survey
- Send us your best photos through the Welcoming Week event host portal
- Consider becoming a Welcoming America member.
- Identify how you and your community will continue to welcome throughout the year.