

Step -by-Step Guide



Step-by-Step Guide to planning your Child & Youth Mental Health Day Event

The following checklist will assist you when planning your National Child & Youth Mental Health Day school, community or workplace event. This checklist includes common elements that should be considered throughout your event planning process. Identifying and prioritizing pre-event tasks will help you stay organized and ensure a successful event.

SIX TO EIGHT WEEKS BEFORE YOUR EVENT

Event Goals

- Outline the goals of the event
- Determine what you want to achieve (attendance, participation, awareness, dollars raised, discussion, etc.)

SIX WEEKS BEFORE YOUR EVENT

Planning

- What type of event is it? Please refer to our event guide document for some creative ideas.
- What date will you hold your event, if different than May 7th.
- Do you plan to include a video, speaker, or both? If a speaker, reach out to confirm their availability and book their time.
- Create your invitation list.
- Do you need volunteers? If so, what roles do you require?
- Do you need to send a Save-the-Date for your event?
- If applicable, book an event space in your office or local community.

ONE MONTH BEFORE YOUR EVENT DAY

Promotion

- Determine what tactics you will use to promote your event (flyers, posters, email blasts and public service announcements)
- Ask others to help spread the word
- Take advantage of FamilySmart resources and templates in the May 7th Kit and customize your materials: media advisory, media release and poster.
- Visit our social media images and share on your social channels to help spread the word.
- Media: Will you inform local media? You can do this by sending a media alert via email or buy simply calling to inform them. Don't forget to compile a list of local media outlets in advance.

Suppliers

- Make a list of all the physical items needed at your event. Things to consider are: tables, chairs, signs, May 7th materials like wrist-bands, stickers, etc., banners, podium, microphone, name tags, food and beverages and photographer.
- Contact and book suppliers if you do not have access to these items.

TWO WEEKS BEFORE YOUR EVENT

- Review your event schedule for the day - ensure delivery times, guest arrival, speaker arrival, volunteer set-up, etc.
- Deliver non-perishable supplies to the venue (if you have permission to do so)
- Schedule volunteers for event day - assign tasks.
- Make an event day contact sheet for you and your team

THE DAY BEFORE EVENT DAY

- Arrive early. Double check that signage, tables, chairs, A/V equipment, food are all set-up as planned.
- Ensure staff and volunteers are in place. Designate one person to collect information and report on key results for the day.
- Clean-up: Ensure all supplies are picked up by appropriate suppliers and the venue is tidy before you leave.

AFTER THE EVENT

- Evaluate the success of your event - what worked? What would you do differently next time? How could we help you more next time?
- Send a thank you letter or an email with a photo or video clip to all your guests.

SHARE YOUR SUCCESS. ADVISE FAMILYSMART OF YOUR RESULTS:

- How many people attended?
- Did you get media coverage? From which outlets?
- Send in your event proceeds (if you are fundraising for FamilySmart).
- Send thank you letter to those that donated a cake, or any other donated items.
- Send pictures of your event, including thoughts shared about caring, to FamilySmart to post on social media or tag us in your posts so we can like and share with others.