

SAFER 3 WATER SAFETY CHALLENGE EVENT TIMELINE

This is a template to help you keep track of all tasks. Your specific event may not require this much time to set up. Use this template as a tool to help you plan ahead, and adapt it to meet the needs of your particular event. If you have any questions along the way, please do not hesitate to contact the Safer 3 Water Safety Foundation for assistance. We are here to help you achieve a successful event.

Two - Three Months Before Event	Point Person	Completion Date	Notes
Establish event budget. How many participants/people can you accommodate?			
Set and confirm date and time. Be sure there are no conflicts with another major community event			
Determine goals and objectives for event			
Consider partnership with similar organizations -invite them to participate			
Invite outside groups to have information tabels at event			
Verify that your facility has proper permits/insurance/licenses in place to host event			
Send special invitation to mayor or other distinguished guests			
Identify any other key elements and prepare for them.			
Define your team. Delegate and make your team responsible.			
Set up a communication plan with your team. Will you meet once a month to discuss event?			
<i>Contact Safer 3 Water Safety Foundation with any questions/concerns, etc.</i>			
Two Months Before Event	Point Person	Completion Date	Notes
Prepare press releases, media alert and other promotional materials			
Reserve equipment rentals (extra tables, chairs, audio-visual equipment etc.) if needed			
Verify that enough parking will be available			
Begin recruiting volunteers for event			
Consider co-branding signage with Safer 3. Contact Safer 3 Foundation			
Create a back-up plan. Will event still happen in bad weather?			
Determine if extra life guards will be needed for pool activities			
<i>Contact Safer 3 Water Safety Foundation with any questions/concerns, etc.</i>			

Six Weeks Before Event	Point Person	Completion Date	Notes
Determine menu if offering food or snacks. At very least, offer water			
Distribute event flyers in the community			
Develop guest take-home pieces			
Order any necessary Safer 3 materials from Safer 3 website			
Hire a photographer for event photos. Photos will help garner media coverage.			
<i>Contact Safer 3 Water Safety Foundation with any questions/concerns, etc.</i>			
One Month Before Event	Point Person	Completion Date	Notes
Distribute press release to media			
If distinguished guests are attending, set up interviews with media			
Add event to to community newspapers event section			
Print Safer 3 Water Safety Challenge Certificates			
Complete final plan for staff/volunteer involvement and assignment list			
<i>Contact Safer 3 Water Safety Foundation with any questions/concerns, etc.</i>			
Two - Three Weeks Before Event	Point Person	Completion Date	Notes
Prepare signage for event (welcome sign, check-in, first aid, etc.)			
Reconfirm all commitments (special guests, community partners, etc.)			
Follow-up with any outside vendors/suppliers			
<i>Contact Safer 3 Water Safety Foundation with any questions/concerns, etc.</i>			
One Week Before Event	Point Person	Completion Date	Notes
Send media alert and follow-up to secure coverage			
Conduct on-site check. Be sure any safety issues are taken care of before event.			
Complete walk through of event to determine where all stations/tables will go			
<i>Contact Safer 3 Water Safety Foundation with any questions/concerns, etc.</i>			

Day of Event	Point Person	Completion Date	Notes
set-up registration table			
Set-up AV equipment			
Post signage for all areas (check-in, first aid, media, water station, etc.)			
Set-up refreshment area			
Thank special guests and people in attendance throughout event			
Set-up Safer 3 information table.			
<i>Contact Safer 3 Water Safety Foundation with any questions/concerns, etc.</i>			
One Week After Event	Point Person	Completion Date	Notes
Mail personalized thank you letters to volunteers and community partners			
and special guests in attendance			
Communicate final event participation count and money raised to media			
Sent post-event press release to media			
Email a short survey to all participants			
Ask for feedback from volunteers			
Submit any donations to Safer 3 Water Safety Foundation			
<i>Contact Safer 3 Water Safety Foundation with any questions/concerns, etc.</i>			