



Health Care Event Worksheet

Event Name: _____ **Event Date:** _____

Main Contact Name/Number: _____

Event Organizing Phases:

- I. [General](#) (6 to 8 weeks before the event)
- II. [Prepare for Publicity](#) (4 to 6 weeks before the event)
- III. [Execute Publicity](#) (2 to 4 weeks before the event)
- IV. [Final Preparation](#) (Week Before the Event)
- V. [The Day of the Event](#)
- VI. [After the Event](#)

I. GENERAL (6 to 8 weeks before the event)	Volunteer Name	Deadline	Completed
1. Find a date / time that works for the local area representative / senator.			
2. Set the date and time.			
3. Determine the target size of your audience (anywhere between 10 to over 100+).			
4. Find a venue with the following characteristics: <ul style="list-style-type: none"> ➤ Disability accessible; ➤ Can accommodate the target size of your audience without being too large; ➤ Has parking, tables and chairs; ➤ Can be set up to serve coffee and munchies; ➤ Has a blank wall or an AV system to project slides, Power Point presentation, movie, etc. 			
5. Define the agenda and set time slots for the agenda. Identify who will cover which section, and the moderator.			
6. Collect materials needed at the presentation: <ul style="list-style-type: none"> ➤ Camera ➤ Sign up sheets ➤ Handouts, including: Postcards, tri-fold bill handouts ➤ Collection box(es) for donations ➤ Flyers to post on doors ➤ Sidewalk sign with directions outside the entrance ➤ MUHCC and/or GMHCC brochures ➤ Clipboards and a box of pens 			

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II. Prepare for Publicity (4 to 6 weeks before the event)	Volunteer Name	Deadline	Completed
1. Design publicity flyer.			
2. Develop press release.			
3. Document media list – print, air (TV/radio), on-line calendars, listservs.			
4. Document contact lists.			
5. Highlight contacts that should receive a personal follow-up phone call.			
6. Draft a sample voice mail message that can be left with the people identified above.			

III. Execute Publicity (2 to 4 weeks before the event)	Volunteer Name	Deadline	Completed
1. Mail press release to print / air media (4 weeks before event).			
2. Send an event notice to info@muhcc.org (at least 2-3 weeks before the event) and ask MUHCC to: <ul style="list-style-type: none"> a) E-mail an invitation to MUHCC's contacts. This should be limited to a geographic area that is within driving-range of the event location. b) Post on the event notice on the MUHCC's website. 			
3. Add event to online calendars (2 to 3 weeks before event).			
4. E-mail press release to listservs identified (2 to 3 weeks prior to event).			
5. CALL the people identified. THIS IS CRITICAL. It is the single largest factor for ensuring a good turnout (2 weeks before the event)			
6. Call press and remind them to cover the event.			

IV. Final Preparation (Week Before the Event)	Volunteer Name	Deadline	Completed
1. Confirm presenters and key attendees.			
2. Gather handouts (on MUHCC website).			

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IV. Final Preparation (Week Before the Event)	Volunteer Name	Deadline	Completed
3. Print sign up sheets (on MUHCC website).			
4. Gather 10 flyers (for use at location for directions etc.).			
5. Arrange for basic food – Lemonade (summer), water (winter), pretzels and cookies. (If you can be fancier, go for it. People will come to your next event. ☺)			
6. Identify volunteers and communicate time when you all should gather (1 hour before start of meeting). Make sure you have everyone's cell phone number. You should have volunteers for: <ul style="list-style-type: none"> ➤ Greeter / staffing table (2) ➤ Photographer ➤ Arranging room (if necessary) ➤ Setting up equipment (if necessary) 			
7. Touch base with the site to confirm space, any equipment, room arrangements, etc.			
8. Finalize the agenda.			
9. Share the final agenda with the moderator and presenters. Confirm the amount of time that each presenter has so that they can each plan their talk to fit within the allotted time.			

V. The Day of the Event	Volunteer Name	Deadline	Completed
1. Arrive 1 hour early.			
2. Set up table.			
3. Set up equipment.			
4. Set up food.			
5. Put up flyers that will tell people easily how to get from the parking space to the room in which the event is being held.			
6. Take video if possible.			
7. Take pictures & COUNT the number of attendees.			
8. Ask for funds for GMHCC or MUHCC half-way through the program. (See the handout "Fundraising for the Minnesota Health Plan" for details you'll need.)			

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V. The Day of the Event	Volunteer Name	Deadline	Completed
9. Host the program and ENJOY!!!			
10. Make a compelling plea to have people: <ul style="list-style-type: none"> ➤ SIGN UP at www.muhscc.org and/or www.gmhcc.org ➤ Send the postcard to their legislators ➤ Make sure you ask, WHAT kind of a follow up event would be useful to those attending 			
11. Leave the room as you found it, or as requested..			
12. Have 2 people count the money and put it in sealed envelope. Write the following information on the envelope and have both people who counted sign it: <ul style="list-style-type: none"> ➤ Amount collected ➤ Date of collection ➤ Name of event ➤ Event organizer's name and telephone number. 			

VI. After the Event	Volunteer Name	Deadline	Completed
1. Deliver sign up sheets and funds received to either: <ul style="list-style-type: none"> • GMHCC: 47 N Park St., Mora, MN 55051; 888-694-5055; Attention: Tim Burkhardt • MUHCC: 2469 University Ave W, Suite W150, St. Paul MN 55114; 651-641-4073; Attention: Don Pylkkanen 			
2. Write thank you's to speakers and volunteers.			
3. E-mail the following to info@muhscc.org: <ul style="list-style-type: none"> ➤ # of attendees ➤ Amount raised ➤ A brief summary of the event ➤ Photographs of the event 			
4. Write articles about the event and mail the article and pictures to local media, the Twin Cities Daily Planet (if you are in the Twin Cities), and legislators. (Send a copy of printed articles to the legislators with a personal note.)			
5. Hold a de-briefing session with the core group and please give suggestions to improve this sheet – send to info@muhscc.org .			
6. DOCUMENT next steps to deepen support for the Minnesota Health Act. This event must not be the proverbial “flash in the pan”.			