



Using Events for Effective Outreach

This information applies to having a booth at an event and/or sponsoring a particular event. Use this checklist to make sure you have covered your bases.

Before the Event

- Understand the objective of the event.
- Clearly identify what you would like to gain from the event and where your organization best fits at the event.
- Provide any needed information to the organizers (contact, logo, web link).
- Determine your target audience.
- Connect with partners/residents prior to the event. Notify them of information and volunteer needs. Follow up if information is not submitted.
- Do any prep work for the logistics.
- If applicable, promote your presence at the event.

Logistics

- Use colorful displays to draw people to the booth. The top center of the display is what people assume is the focus of the booth.
- Activities for kids (pre-K through grade school) draw families.
- Teen activities draw youth.
- Work the crowd using floating ambassadors who provide people with handouts and directions to the booth.
- With permission, place information on partner tables and ask partners to direct people to your table. Reciprocate.
- A candy bowl or fun trinkets and handouts are a great draw.
- Gift certificates and door prizes are useful in drawing people to the booth and collecting information.
- Copy flyers/handouts.
- Count visitors to your booth.
- Collect any materials about the event (program, flyers).
- If you want people to get involved with your group, prepare a sign up sheet to collect visitor names and contact information.

Post Event

- Reflect on positives and negatives.
- Compile information that was collected.
- Add names to database.
- Get feedback from partners and resident participants.
- Report.
- Follow up on information requests.
- Thank your volunteers.