

Checklist for town hall meeting, or other events

Why

- Identify Call to Action, purpose of event
- Write agenda
- Send talking points to speakers
- Create handout materials

Where

- Determine city
- Identify building or place (set alternate rain site, if outside)
- Determine details, including space, chairs and tables
- Procure AV equipment
- Get driving directions, send to speakers
- Confirm location one day before
- Check on permits, if needed

When

- Identify time and date (is this a good time for your base?)
- Does this conflict with any other major events?
- Do you have time needed to set up, and clean up site?

Who

- Identify target audiences
- Identify sponsoring organization
- Recruit speakers
- Thank all people after event

How

- Call through local unions and organizations
- Send reminder email to coalition list
- Send reminder postcard to mail list
- Publish notice in local paper
- Use auto calls to hit large phone list
- Make reminder calls to grasstop leaders

Press

- Build media list
- Write press advisory and write press release
- Send out media advisories
- Call through local media day before event

Potential Speakers

Grass Top Leaders

- Labor leader
- Environmentalist
- Farmer
- Religious interfaith leader
- Peace activist
- Book author

Working Advocates

- Displaced worker
- Government worker
- Female worker
- International worker
- Union Staff member
- National activist

Local Advocates

- High School Teacher
- University Professor
- Student
- Celebrity or sports star
- Progressive Activists

Government Leaders

- State elected official
- City Council, County Board or Mayor
- Governor, Constitutional Officer or Cabinet Secretary
- Member of Congress or Senate