

Event Planning Tips and Tricks

Before the Event

Type of Event:	
Date: □ Time:	
Set-up Time:	
Budget:	
To help determine the budget for the event, please see the pricing for the Moms for America Event Kits: https://store-mfa.com/eventkits-pricing/	
Location/Venue:	
Cost of Venue:	
Allows food hand outs? Yes	
- If Yes, what type of handouts?	
Allows refreshment hand outs? Yes	
- If Yes, what type of refreshments?	
How many people are needed to run the event:	
*Set roles and create a schedule based on number of people.	
How to publicize the event: *Put it in a newspaper, press release, posters, flyers, Facebook, etc.	
Figure out rental equipment (tables,chairs, tent)	
Pick-up Time: Drop-off Time:	
Suggested equipment for easy set-up:	
 Set-up EZ Up tent with weights for legs, chairs, table easel, table, Bluetooth speak- er, clipboards, pens, paperweights, clothes pins, candy bowl, safety pins, bust to put shirt display, hangers to hang off EZ Up, table cloth, rolling suitcase/totebox to put all materials/handouts into carry banner/signs, donation box/safe, tape and scissors, etc. 	
Event Decor and Supplies	
 Make sure to have all the Moms for America equipment and supplies Go to Moms for America Leader Event store and purchase promotional informative and promotional materials attendees of the event. Basic Event Kit: https://store-mfa.com/basic-event-kit/ Premium Event Kit: https://store-mfa.com/premium-event-kit/ 	

- Grab PURPLE decorative items
 - Check out the clearance sections at Michael's, Hobby Lobby, Big Lots, Party City, etc.
- Specific decorations must haves:
 - Purple tablecloth
 - Table easel (to hold a MFA sign or our booklets)

Gather all the Moms for America swag/signs you might need at the event

- Swag items to consider:
 - Vest/hat, balloons with MFA logo, pens with MFA logo, doggie vest, stickers, shirts, water bottles with MFA labels, booklets, pocket constitutions, small American flags, key chains and lanyards, etc.

□ We can provide a file to get a Moms for America banner with your group or state logo printed inexpensively at Build-A-Sign. (PLEASE ALLOW TIME FOR SHIPPING).

- https://www.buildasign.com/custom-banners
- You can also take it to a local printer as well

□ Print an Event Sign Up sheet for interested people

Select your event entertainment:

Entertainment suggestions:

- Hire a DJ, face painter, quick games for kids to play while mom talks (guess how many candies are in a jar?), raffle, entertainer (singer, clown, train driver), etc.

Things to consider:

- Event marketing and branding
- Sponsorships
- Ticketing
- Event registration process
- Booking speakers
- Transportation and accommodations
- Audio/visual needs

During the Event

Be prepared for anything!
Set-up before the event time starts and don't be late!
Make sure all decorations/swag and signs are up and representable
Make sure all booklets, clipboards and pens are available
Be engaged with your audience
Encourage people to come over to your booth even if its to play a game or join a raffle event
Be willing to handout food/beverage/swag without having people be interested
Be willing to answer questions and educate people on our purpose
Take notes on what is going well and what needs to be improved
Keep hydrated and alert
Take photos!

Notes (Going well vs. improvement)

After the Event

Thank everyone involved
Have a post-event review
Ask for feedback
Follow up on social media/group happenings
Go over notes on what went well and needs to be improved
Collect marketing and media material
Arrange an after-party
Close the books
Collect donations, pay rentals/vendors and entertainment
Send money and donations to Financial Department
Start planning on the next event
Send inquiry forms to Membership Team

Notes