

## 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  No
- If Yes, what type of handouts? \_\_\_\_\_
- Allows refreshment hand outs?  Yes  No
- 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 speaker, 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 have:
  - 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.

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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.buidesign.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:

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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

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