



Every Kid Healthy Week

EVENT PLANNING TIMELINE AND CHECKLIST

Three to four months before the event

Plan Ahead

- Recruit a planning team — this could include your wellness committee, parents, teachers, food service, admin, and students
- Check out **Game On** for ideas and resources to support your Every Kid Healthy Week event
- Get buy-in from school administration
- Decide on the type of event you'll host — consider your objectives, capacity, audience, date, etc.
- Write down your desired outcomes for the event. For example, to engage staff, family and students in taste tests and promote school wellness.
- Check out everykidhealthyweek.org for ideas on what to do and how to make your event great

Two to three months before the event

Bring in Resources

- Create a list of ideal partners, volunteer roles, materials and other resources you'll need
- Brainstorm people and organizations in your network that can help you meet these needs
- Divide and conquer — split up the list and divide outreach between planning team members
- Create a list of other people and organizations that are not currently in your network to ask for support — brainstorm who could be a good fit then divide outreach responsibilities
- Determine possible prizes for the event - work with your local retailers for things like grocery store gift cards, sporting goods equipment, free lessons for martial arts or yoga, tennis shoes and camping equipment

Promote your event

- Post your event on the Action for Healthy Kids **Events & Volunteer Management Portal**
- Recruit volunteers — reach out to people on your list, follow up and post in different locations
- Advertise in local media — if no budget for paid advertising and unable to get donations, use free community calendars in newspapers and on community websites
- Send letters or emails and schedule meetings with key community groups and parent networks to ask them to promote your event within their networks

Plan for the unexpected

- Identify a backup date in case of poor weather or an emergency
- Come up with backup activities in case you have a larger turnout than expected
- Prioritize tasks for your event so you know what to cut out if turnout is low



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One month before the event

Touch base with the team

- Get the planning team together and check in on progress. Identify roadblocks and remaining to-do items, then decide who will be responsible for taking care of each
- Identify who from the planning team will communicate with volunteers, for example:
 - + Email with a confirmation once they sign up
 - + Follow up with a call or email to remind them of their commitment
 - + Clarify expectations and answer questions as the event gets closer
- Follow up with potential volunteers and donors you reached out to last month — your message may have just gotten lost
- If you have multiple primary languages in your school, make sure all parent outreach is translated
 - + Find bilingual volunteers if needed

Time to Promote

- Create and post flyers in the school and local community (flyer template available at everykidhealthyweek.org)
- Create an event sign-up sheet and post it in the main office for attendees and volunteers
- Include event details in your school breakfast and lunch menu and other nutrition service communications to the school community
- Post announcements on social media to spread the word — and keep posting each week to remind people to register
- Send a flyer home with details for parents

Three weeks before the event

Finalize details

- Create a supplies and materials list — include audio/visual needs, nametags, decorations and any takeaways or prizes for attendees
- Coordinate with the custodial staff to make sure someone will be there to unlock doors, make sure bathrooms are stocked, help with clean up, etc. if event is not during normal hours
- Decide if the principal will be speaking to welcome attendees and thank them for attending

Keep promoting

- Set up a phone tree for volunteers to call parents and let them know about the event
- Email parents or include the announcement in your regular newsletter
- Set up an information table at school events and parent pick-up/drop-off locations

Two weeks before the event

Check in with the planning team

- Last chance to take care of any out-standing to-do items — see if anyone needs help finishing up
- Divide day-of responsibilities: set up/clean up, volunteer leadership, bringing healthy snacks, etc.
- Plan for final push and identify any other event logistics that need to be taken care of



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One week before the event

Final push

- Make sure all donations, prizes, supplies and materials are delivered to the school in advance — recruit a volunteer to help organize them as they come in
- Get students excited by making announcements at school. Better yet, let the kids make the announcements
- Assign day-of volunteer roles and check in with each volunteer to answer questions — make sure they have all the info they need, including where to go as they arrive and who to check in with
- Send a media alert to local radio, TV and newspapers (see [Every Kid Healthy Week Toolkit](#) for template)

Two days before the event

Make sure everything is in place

- Send reminder emails to all volunteers and attendees
- Double check your supply list and make sure all supplies and materials are present and working
- Reach out to Planning Team members to take care of any last-minute needs



Day of the event

Prepare for volunteer and participant arrival

- Arrive early to be ready when volunteers arrive
- Welcome volunteers and have any necessary instructions ready for them
- Set up signs for attendees (for check-in, bathrooms, snacks, etc.)
- Assign someone to be available to go get any missing supplies
- Smile, welcome attendees as they arrive and enjoy the great event

Evaluate as you go

- Write down all of the comments you hear — positive and negative — to be included in an evaluation of the event
- Provide a simple index card or brief survey for attendees to complete with their feedback

After the event

Thank your volunteers and participants

- Thank all who helped with the event as soon as possible — in person, by phone, with thank you cards and with a special shout out in your next newsletter
- Consider hosting a post-event gathering or healthy luncheon to thank the volunteers who assisted with the event planning
- Discuss early ideas for next year's Every Kid Healthy Week event

Complete your evaluation and celebrate success

- Refer back to the expectations you established when planning your event and see how you did
- If possible, compile your evaluation results into a summary and share it in school newsletters and community bulletins
- Celebrate your success and share your story with Action for Healthy Kids by sending it to stateteams@actionforhealthykids.org



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