**SAMPLE PLANNING CALENDAR FOR MAY DAY STRONG EVENTS**

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| **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday** |
| April 14  Form a planning committee and schedule your first meeting. | April 15  Map out your promotion plan, including who are your target audiences. | April 16  Create dream list of speakers and begin outreach.  Contact local unions, businesses, non-profits, and other groups who may be interested in partnering with you on this event. | April 17  Planning committee decides event date, time, and location.  Check with officials to determine if you need a permit. | April 18  Decide how you are tracking registration and collecting attendee contact information. | April 19  Start promotion to potential attendees.  Outreach to community, fellow union members, and parents to participate. |
| April 21  Identify volunteers to help with set up/clean up and other in-person roles for your 3event. | April 22  Secure a working list of available and interested speakers and begin to create the event run-of-show. | April 23  Draft your media plan and begin outreach to reporters by sending out your media advisory. | April 24  Send reminder calls, emails & texts to registrants and potential participants. | April 25  Finalize and prep speakers.  ID photographers and social media point people for event coverage. | April 26  Canvass the neighborhood to drive turnout, increase interest and secure commitments. |
| April 28  Do a run-through of the logistics for the event with your planning team. | April 29  Submit updates on planned event to NEA at action@nea.org.  Pitch media. | April 30  Reminder calls, emails, texts to build turnout.  Pitch media. | May 1  Host your event! Remember to work with the press and your communications team to cover the event publically. | May 2  Continue to tell your story online and to the media.  Share photos, media and highlights w/ NEA at action@nea.org. | May 3  Thank supporters and tell them to stay tuned.  Meet with your planning team to debrief and decide on next steps for your movement! |