



Department of Neighborhood Empowerment Event Checklist & Guide for NCs

Before the Event

- Enlist volunteers to assist at the event
- Manage coverage and communicate the hours of the event to volunteers that will be attending
- Are there special parking arrangements for volunteers? If yes, make sure to communicate them
- Let your volunteers know the suggested dress code - should they wear NC-logo shirts?
- Have event sponsor's day-of contact in case there are any questions
- Arrive with enough time prior to the start time of event to allow for easy setup
- Contact EmpowerLA if you need support for the event (swag, staffing, promotion, etc.)
- Inform the NEA for your NC that there is an event and invite them to attend
- Do you need to approve outreach expenses for the event?
- Setup roles and responsibilities for volunteers to ensure that all duties are covered

Day of Event Checklist

*These items can vary depending on your event type. As general rules, think of your environment (park, community room, etc.), the weather and the audience that is attending the event, and plan accordingly. *This list is not meant to be all inclusive and you should think of the exceptions that may apply for your particular event.*

Table Items:

- Your NC tablecloth
- Signage
- Table and chairs (optional)
- Flyers that promote your NC and have contact information
- Email Sign-Up Sheets and Clipboard (optional)
- Pens for table
- Scratch paper (optional)
- NC-logo giveaway items: *(some ideas below, items may vary)*
 - Pens
 - Stickers
 - Canvas bags
- Water and snacks (optional - *these are for volunteers who are working the event*)

Setup Items:

- Tape (may be needed to hold items down)
- Scissors
- Markers
- NC signage to hang (optional)
- Canopy (optional)
- Dolly cart to transport items
- Paper weights to hold down items that may fly away (optional)

Event Staffing:

- NC t-shirts
- Schedule or shifts for volunteers
- Lead contact information for the volunteers
- Contact information for the event organizer

Engagement at Event

- When people ask if the giveaway items are free, suggest they sign up and provide their email to receive updates from us and then offer them the free item
- As people are walking by, ask them if they “would like information about their local Neighborhood Council”
- If you run out flyers, tell people interested to sign up to receive additional information
- Don’t forget to take pictures at the event
- Walk the event and meet other community organizations and vendors there. Introduce yourself and let them know about the Neighborhood Council
- Bring business cards and make contacts
- Add a QR code that lead people to your website when possible to printed materials and signs

Post Event

- Take inventory of the items that were distributed at the event
- Process and add to your email distribution list the emails that you collected at the event
- Email any pictures from the event to the newsletter composer so they can share it with your email lists
- Add pictures to your social media accounts
- Send a ‘thank you’ email to the event organizer and share with them your positive experience
- Report to the board an overview of the event impact (# of items you distributed, # of email sign ups, pictures, etc.)