



## 2011 World Breastfeeding Week Celebrations Event Planner's Checklist

**Note:** Events planned for 2011 World Breastfeeding Week Celebrations happen in a variety of ways. Not all of the items in this checklist may be relevant to your WBWC event.

### **First steps:**

- Share this checklist with other event volunteers. Divide up the tasks.
- Register by going to: <http://www.lllusa.org/wbw/registration.php>. There is NO FEE for registering. We need you to register for tracking purposes. Non-LLL groups/organizations may register here as well. Your online registration will automatically go to the WBW Registrar and the Area WBW Coordinator. You may also mail your registration directly to the WBW Registrar at the address given.
- Please **mark your calendar for October 17**—the postmark deadline to send money and follow-up paperwork to the AWC.
- Decide on the type of event you want to hold. Some suggestions include a walk, a run, a rock-a-thon, letter-writing campaign, a drawing or an auction. Or you may want to participate in the Big Latch On, on August 6<sup>th</sup>. Celebrations may include awareness events that do not require fundraising. See the Fundraising Ideas on the LLL in the USA Web site at <http://www.lllusa.org/wbw/fundraising.php> for other ideas.
- Set Group and/or individual goals. Discuss ahead of time how the money raised will support the LLL mission in your community.
- Decide on the amount of money you can spend for publicity, site rental, supplies. If WBWC expenses are not donated or the Group is not responsible for them, then the total income reported would reflect the net amount after expenses.,
- Choose a date. Although World Breastfeeding Week is August 1-7 and is an ideal time to hold your event, **events may be held any time between May 1 and September 30.**
- Investigate appropriate sites. Ask about site insurance requirements, cost of site, permit requirements, parking, and shelter or rain date in case of bad weather. If you plan a walk or a run, walk the proposed route to inspect for barriers and safety.
- Reserve your site. If required by the site, send the site insurance request form at least two weeks before the event. The form is available online at <http://www.lllusa.org/wbw/insuranceform.php> or from your AWC. Obtain parade permit or other local permits, if necessary.
- Download appropriate sponsorship brochures and other forms from LLL in the USA Web site <http://www.lllusa.org/wbw/kit.php>.

### **As soon as the details of your WBWC Event are settled:**

- Announce the event to colleagues and participants and provide them with all necessary materials. Be sure participants know the deadline for collecting sponsor money or turning in donations.
- Print and distribute copies of the Prize Page so participants know about the incentives and will work toward a goal.
- Contact health care providers and encourage them to support the event. WIC, a local hospital, Peer Counselors, lactation consultants and doulas may all be potential WBWC partners. Give them a Donor Incentive Flyer.
- Approach corporate and business sponsors with a package of materials that include the LLLI Annual Report [www.lalecheleague.org](http://www.lalecheleague.org) which tells about LLLI, the Donor Incentive Flyer, as well as other materials about the programs and services you offer to breastfeeding mothers in your community. Corporate and business sponsors may cover the cost of your event, provide a prize for your event participants, or make a monetary donation.
- Approach appropriate governmental bodies and ask for a World Breastfeeding Week proclamation and event participation.

- Put details of your event on the LLL in the USA's Web site. After your event, don't forget to post details of how your event went. Share pictures so these may be included in *Leaven* and/or *New Beginnings*. <http://www.lllusa.org/wbw/calendar.php>

### **Six weeks to one month before the event:**

- Hold an update meeting to be sure each worker is able to cover his or her job. Applaud and encourage your volunteers. Offer help when needed.
- Set up a contingency plan in case a key worker should have an emergency.
- Continue to talk with your volunteers about soliciting sponsorships and recruiting participants. Emphasize the many ways breastfeeding benefits our world. Encourage the workers to share that information and LLLI resources with those they approach for donations.

### **Two to three weeks before the event:**

- Personalize the press releases available on <http://www.lllusa.org/wbw/kit.php#planning> with details of your event. Submit press releases to media.
- Have a publicity person call media contacts and talk with them about your event and what it means for the community. If you get a request for an interview from the media and you are not comfortable handling it, please call the Area Professional Liaison Department for help.
- Print out Receipt forms to bring to the event. Receipt forms can be found in the WBW Kit and Forms: <http://www.lllusa.org/wbw/kit.php>.)
- Make a list of items needed for the event:
  - All paperwork (*Event Sign-in and Waiver* sheets and *WBWC Receipt forms*)
  - Pens, markers, name tags
  - Cash box with change
  - Banners, posters, tacks, hammer, string
  - Balloons, directional signs
  - Chairs, tables, tablecloths
  - Promotional items
  - Food, water
  - Paper products
  - Paperweights for windy day
  - Tent or tarp if it rains
  - Camera
- Set a date for an event follow-up meeting or "paperwork party."

### **In the final week:**

- Check with each volunteer and the event site to be sure everything is in place and there are no mix-ups. Be sure someone will be taking pictures and getting a photo waiver **by having participants use the Event Sign-In and Waiver form**. It can be found in the WBW Kit and All Forms: <http://www.lllusa.org/wbw/kit.php>
- Assemble a simple first-aid kit with bandages and wipes for scraped knees and elbows. Bring a cellular phone for emergencies.
- Make sure drinking water is available.

### **The day of the event:**

- Be the first to arrive. Set up whatever is necessary.
- Greet participants and the media.
- Have participants sign-in on the ***Event Sign-In and Waiver*** form.
- Collect registration fees and/or sponsorship money.
- Give every donor a receipt for their donation. (The IRS now requires proof of all donations. In order for the donor to claim their deduction on their personal income tax, donors will need a cancelled check, credit card statement or **written receipt** from the charity. If the donor does not have documentation, the IRS will not allow the deduction. Receipt forms can be found in the WBW Kit: <http://www.lllusa.org/wbw/kit.php>.)
- Be sure your PR person is available to act as a guide for the media and to answer questions.
- Wear your best smiles, and most important of all—have a wonderful time!

- If you are participating in the **BIG LATCH ON**, report your final numbers within 2 hours after the event.

#### **After the event:**

- Give yourself big congratulations on a job well done!
- If the media is not aware of the results of the event, send in a press release reporting the results. Another technique to get coverage is to send in a letter to the editor or take out a small display ad thanking your sponsors. Corporate sponsors in particular appreciate this. Include how much money was raised by how many people and how the money will be used.
- Write thank-you notes to volunteers and sponsors.
- Send thank-you notes to all donors (<http://www.lllusa.org/wbw/kit.php>). Include a receipt form. (The IRS now requires proof of donations, regardless of the amount. In order for the donor to claim their deduction on their personal income tax, donors will need a cancelled check, credit card statement or **written receipt** from the charity. If the donor does not have documentation, the IRS will not allow the deduction. Receipt forms can be found in the WBW Kit: <http://www.lllusa.org/wbw/kit.php>.)
- Continue to collect pledges. Make reminder calls as necessary.

#### **Before October 17:**

- As soon as all money is collected, fill out the Group Accounting/Prize Eligibility/Evaluation Form and send it with 20% of the donations received from the event to your AWC, **postmarked NO LATER THAN October 17**. Include any Donor Incentive Forms that have not already been sent to WBWC Registrar. Please include press clippings and photos for use in LLLI publications. Each and every form or clipping is read and appreciated.
- If several people are completing paperwork tasks, please call and remind them to mail their forms or checks before the deadline.
- Even if you did not raise funds, WBWC paperwork still needs to be completed and sent to the AWC. The WBWC needs to include the number of WBWC attendees in their totals.
- Notify the AWC if your WBWC event was canceled and you were not able to participate. She can then note this on the AWC form and will not be waiting to hear from your Group.

#### **After October 17<sup>th</sup>:**

- Occasionally late money will come in. Send 20% of late money to the AWC as soon as possible.