



Checklist for Your WOMAN Challenge Event

Before your event:

Three-Six months before:

- ❑ Begin to **develop partnerships** with local organizations and invite them to participate in your event. It will allow you to share resources, increase visibility and give you the opportunity to share a wealth of information with attendees. For more information on developing partnerships, see “Tips for Developing Partnerships.”
- ❑ **Reach out to local health experts** or celebrities to speak at your event. Confirming their availability in advance will ensure they are able to attend.
- ❑ **Invite local government officials**, such as the mayor or city council members, to attend your event. By having high profile individuals attend, you will increase visibility for your event and have a greater chance of attracting media attention. For tips on working with the media, see the “How-To Guide for Media Outreach.”

One-Two months before:

- ❑ Register your event at www.womenshealth.gov/whw
- ❑ Order materials from www.womenshealth.gov/whw, such as the *Lifetime of Good Health* guides and slide rulers, to distribute at your event
- ❑ Research local organizations that can provide you with materials and other resources to distribute at your event
- ❑ Include a link to www.womenshealth.gov/woman on your web site. To use WOMAN Challenge downloadable graphics, visit www.womenshealth.gov/woman
- ❑ Contact local organizations/companies and ask them to include information about the WOMAN Challenge in their newsletter, listserv or other publications they provide to employees or members. For drop-in paragraphs about the WOMAN Challenge, visit our Web site at www.womenshealth.gov/woman

Two weeks before:

- ❑ Create a flyer about your event and post it in your local mall, grocery store, hospital, church, doctor’s offices, and community center. The flyer doesn’t have to be big – make it letter-sized. WOMAN Challenge logos are available on the website.
- ❑ Create mini-flyers (post-card sized) and give to various organizations and individuals in your community or hand them out at community events/meetings, such as town halls, church groups, or Junior League meetings.

One week before:

- ❑ Draft a press release and send it to your local media informing them about your event. Template press releases are available at www.womenshealth.gov/woman. For tips on working with the media, see the “How-To Guide for Media Outreach.”
- ❑ Follow-up with reporters by calling or sending an e-mail.

During your event:

- ❑ Set-up a table at the entrance, where attendees can sign-in, fill-out a name tag and receive information about the event, like a schedule of events or descriptions of the different activities taking place or organizations displaying information. The table is also a great place to distribute information about your organization and the WOMAN Challenge.
- ❑ Arrange a table with women’s health information. Don’t forget to include the Office on Women’s Health *Lifetime of Good Health* guides, slide rulers and any other information from local organizations.
- ❑ Hang the WOMAN Challenge flyers and fact sheets around the room.
- ❑ Take pictures using a digital camera.

After your event:

- ❑ Send a thank you letter to any key partners who attended your event, like the mayor or media. Focus on the success of your event.
- ❑ Upload pictures from the event onto your website.
- ❑ Follow-up with any reporters who attended the event and tell them you are happy to provide any additional information they may need to write their story.
- ❑ Share your success with us. Remember to complete the event follow-up survey that you will receive after your event occurs.