



Ten Days of Actions - Earth Day to May Day

THURSDAY APRIL 22 - SATURDAY MAY 1

Webinar/Teach-In Checklist

- Schedule the date(s) of the event
- Schedule a "B" date (if possible)
- Create Messaging for the event
- Research Speakers/Panelists
- Have a brainstorming meeting for panelists
- Consider a stipend, however see if panelists will speak if you allow them to promote their events, books, organizations, etc.
- Cosponsors are vital - seek local and national organizations, other state and local Greens, organizations the presenters are affiliated with.
- Don't be afraid to ask your presenters if they have any ideas for cosponsors (if they have time to engage).
- Discuss whether or not to make the event live streamed. Remember, you can always edit and post a video to your page later. When in doubt, play it safe.
- Consider advertising in local papers/publications, including digital advertising. (if you do this you **MUST** have the event registered and well moderated with multiple co-hosts or consider a webinar where people can chat and only be invited to speak from the chat, especially if time is limited). See if you can haggle the price or get a higher tier ad for same price.
- Create a compelling but **SIMPLE** advertisement with a large visual and basic information about the event.
- Don't forget to mention the cosponsors in any advertisement.
- The host and conveners must be comfortable with your webinar program.
- Create a "script" or outline of sorts for your host including **BRIEF** bios and share it with your presenters



- Have a brief technical “dry run” before the program.
- Ask everyone involved in planning to arrive at least 20 minutes early (therefore if they are ten minutes late they are still there in time to start!)
- Get your Green local and/or state party to endorse event (if applicable)
- Get volunteer commitments.
- Assign volunteers roles (time keeper, “stack” (question order and taker) keeper, co-host/moderator, chat moderator, etc)
- Get co-sponsoring organizations that support your work
- Get commitment to use organization names & logos.
- Make a flyer - if you are not an experienced flyer maker seek one or [check out some of these videos](#).
- Make an “issue flyer” with important points to send out at the event or to people beforehand. Make sure the messaging is compelling, clear, simple, and speaks to people’s everyday experiences.
- Create a checklist of everything you think you might need. Everything. Triple check it and share it with another organizer and verbally go through the list.
- Flyer and post at least ten days before the event.
- Flyer again a couple of days before the event.
- Make sure that you have settings for muting participants ready
- Make sure that you have screen share set to HOST ONLY. Double check at the start of the event.
- Keep a list of “thank yous”. Often by the end of the event you are tired and may forget to thank folks. Don’t forget to thank:
 - Speakers (if together)
 - All cosponsoring organizations
 - Hosts (if applicable)
 - All helpers and volunteers
 - Media for being there (if applicable)
 - Everyone for attending!