

Learn to Shoot (LTS)

Event Planning Timeline

5 Months or sooner

- Select an event coordinator to oversee entire planning process.
- Assign roles and responsibilities to volunteers. Ensure they have a clear understanding of what their jobs involve.
- Establish the goals and objectives of the event, including the target audience.
- Choose event location, reserve event date, and determine possible need for any special permits.
- For outdoor locations, in case of inclement weather, identify back-up plan.

4 Months Before Event

- Finalize event specifics listed above.
- Identify and contact potential partners, such as state agencies and other conservation organizations.
- Determine how you will measure success (number of attendees, press coverage, etc.)
- Discuss ways to get newcomers to attend.
- Establish a preliminary budget.
- Begin contacting potential sponsors, donors, manufacturers, and suppliers.
- Determine what activities and seminars you want to offer. Make sure attendees learn something about hunting and conservation, but also make sure they have fun doing so.
- Begin contacting and booking qualified instructors.

3 Months Before Event

- Finalize instructors, establish a schedule for them, find out if there are any special requests for their activities.
- If doing giveaways or gift bags, make necessary contacts for donations or purchases.
- Review all plans up to this point. Do you need to add or change anything?
- Map out where activities and seminars will be located. Keep safety in mind when determining activity locations.
- Review your budget and adjust as appropriate.
- Finalize suppliers you will use for food, drinks, snacks, etc.
- Think about ways you can stay in touch with your event attendees. Ex. collect names & contact info offering them a chance to sign up to receive more information about your programs.
- Begin the process of obtaining all required permits (signage, health, fire marshal, etc.) Some permits may require several weeks, so allow plenty of time.
- If additional volunteers or staff are needed, begin recruiting and give them clear info about their roles.
- Post Event on Pheasants Forever or Quail Forever Events Center website, with online ticket sales.
- Begin advertising on social media.

2 Months Before Event

- Begin advertising event through free media outlets.
- Utilize Print on Demand to develop and print handouts and flyers with QR Code from Event Center. Remember to incorporate local and national sponsor recognition.
- Order additional restrooms and trashcans that might need to be brought in for the event.
- If giveaways or gifts are to be provided, ensure items will arrive on time and determine who will oversee the items.
- Confirm with all activity or seminar instructors.



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3 Weeks Prior

- Contact suppliers and confirm all supplies for event will be available.
- Contact instructors to double-check that they have everything they need.

2 Weeks Prior

- Think through entire event from start to finish to ensure all bases are covered.
- Schedule advertising insertion in local papers, radio, etc. to run the week prior to your event.

1 Week Prior

- Send press release.
- Make media follow-up calls for event coverage and final publicity.
- Confirm supply of food, snacks, drinks, etc.
- Confirm with volunteers that they know when to be there and what to do.
- Double-check that advertising is running as scheduled and is accurate.
- Make sure a first aid kit is available and emergency numbers are conveniently located.

3 Days Prior

- Double-check all ammo, targets are purchased.
- Double-check activity locations, schedules, and instructors.
- **Submit Volunteer Insurance Form via email to PF or QF headquarters at least 1 business day before event.**
- Print out all Firearm Waiver and Medical Emergency Forms for participants and volunteers to fill out.

1 Day Prior

- Make reminder calls to media to see when they will be attending the event.
- Coordinate event set-up, walk area, look at the layout with a critical eye and think through the entire event process.
- Put up signs, banners, etc.
- Put out extra trash cans.

During Event

- Make yourself available, walk event and be prepared to help when needed.
- Take photos and make mental notes about what's working well and what might need improvement.
- Ask attendees what they're enjoying about the event and what suggestions they might have for next year.
- Promote the PF and QF national hunter Mentor Pledge.
- Smile and have fun!

Following the Event

- Prepare and distribute a post-event press release with photos.
- Send thank-you notes to all sponsors, suppliers, staff, media, and instructors.
- Follow-up with your attendees to provide them additional info about other programs, meetings, or outdoor events.
- Meet with planning team to review what worked and what needs improvement.
- Document what you did, how you did it and what you plan on doing differently to help with planning next event.
- Submit Online Event Report with Volunteer Hour Log
- Submit Pheasants Forever and Quail Forever Memberships



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