



# Learn to Shoot Event Planning Timeline

*Sample\* Your Timeline May Vary*

## **5 Months Out (or Sooner): Foundation**

- Select an event coordinator
- Assign volunteer roles and clarify responsibilities.
- Decide on a target audience
- Choose a date and reserve event location

## **4 Months Out: Structure & Partnerships**

- Identify and contact partners (state agencies, conservation orgs)
- Develop strategies to attract participants
- Establish a budget
- Begin outreach to sponsors and donors
- Decide on activities and seminars (education + fun)
- Begin recruiting and booking qualified instructors

## **3 Months Out: Logistics & Promotion**

- Finalize instructors and schedules
- Map event layout with safety in mind
- Confirm giveaway or gift bag plans (donations or purchases)
- Review and adjust budget
- Recruit additional volunteers if needed
- Post event on PF/QF Events Center and open ticket sales
- Begin social media promotion

## **2 Months Out: Outreach & Materials**

- Expand promotion through free media outlets
- Create and print flyers/handouts with QR code (include sponsors)
- Order additional restrooms and trash receptacles if needed.
- Reconfirm instructors and activity leaders

### **3–2 Weeks Out: Confirmation**

- Confirm all suppliers and vendors
- Confirm instructors have what they need
- Walk through event timeline start-to-finish to identify gaps
- Schedule local newspaper, radio, or community advertising
- Reach out to participants by email to let them know what to expect

### **1 Week Out: Final Checks**

- Send press release and follow up with media
- Confirm food, beverages, and supplies
- Confirm volunteer schedules and responsibilities
- Prepare first aid kit and emergency contact information

### **3 Days Out: Compliance & Materials**

- Confirm ammo and targets/clays are purchased
- Finalize activity locations, schedules, and instructors
- Submit Insurance Form to PF/QF (at least 1 business day prior)
- Print firearm waivers and medical emergency forms

### **1 Day Out: Setup**

- Walk event site and review layout
- Set up signage, banners, and activity areas
- Place additional trash cans if needed

### **During the Event**

- Be visible and available to troubleshoot
- Take photos and note successes and challenges
- Engage attendees for informal feedback
- Create a welcoming environment

### **After the Event: Follow-Up**

- Send thank-you notes to sponsors, partners, volunteers and instructors
- Follow up with attendees about future programs and events
- Meet with planning team for debrief
- Document lessons learned for future events