

BEFORE THE EVENT

- Hold an Outreach Planning Meeting.
- Create and distribute publicity materials.
- Create a social media plan.
- Consider translating these publicity materials and social media postings into additional languages.
- Spread the word within personal, professional, and community networks.
- Recruit volunteers to attend an Event Orientation and Training Session and work at the event.
- Make a plan to gather information about event attendees.

AT THE EVENT

- Remind volunteers to contribute Items.
- Gather information about attendees using the Event Registration and Permission Form.
- Designate someone to take pictures at the event.
- Talk to the media at the event.

AFTER THE EVENT

- Determine who attended the event, how they are connected to the community, and how they heard about the event.
- Review and share media coverage of the event.
- Thank Contributors.
- Notify Contributors when the collection is available.