

EVENT CHECKLIST



What to Do (Pre-Event)

- ☐ Select date, time, and venue
- ☐ Obtain required permits, insurance, and licenses
- ☐ Coordinate with Welcome Home on event purpose and support
- ☐ Create an event plan/timeline and delegate responsibilities
- ☐ Confirm volunteers/staffing needs
- ☐ Plan for onsite donation processing (card reader, cash, QR codes)
- ☐ Confirm signage and branded materials usage
- ☐ Determine how participant data will be collected

What to Bring

- ☐ Event supplies (tables, tents, chairs, signage, pens, tape, etc.)
- ☐ Name tags and markers
- ☐ Welcome Home-branded materials (banners, flyers, brochures)
- ☐ Merchandise or giveaway items (t-shirts, water bottles, etc.)
- ☐ QR codes for donations and registration
- ☐ Printed or digital waivers (if needed)
- ☐ First-aid kit and emergency contact info
- ☐ Participant items by size (shirts, bibs, etc.)

How to Promote

- ☐ Design flyers and graphics using Welcome Home brand guidelines
- ☐ Tag us on Facebook, Instagram, and LinkedIn
- ☐ Include event on community calendars and partner websites
- ☐ Send press releases or media alerts, one approved by Welcome Home
- ☐ Share event updates and photos on social media

Sponsorship Acknowledgement & Tracking

- ☐ Secure and confirm sponsors in writing
- ☐ Display sponsor logos on signage, shirts, or materials
- ☐ Thank sponsors publicly during the event and on social media
- ☐ Provide a follow-up summary to sponsors (impact, photos, etc.)

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Event Data & Reporting

- ☐ Track:
 - Number of attendees
 - Total amount raised
 - Notable partners, vendors, and sponsors
- ☐ Track all event-related expenses using an expense tracking sheet
- ☐ Collect and share event photos with Welcome Home
- ☐ Submit event recap or summary form within 2 weeks of event
- ☐ Set up online registration or RSVP form
- ☐ Collect name, contact info, shirt sizes, waiver signatures, etc.
- ☐ Securely store and share relevant participant data with Welcome Home
- ☐ Ensure all health or safety protocols are followed

Post-Event Follow-Up

- ☐ Thank donors, sponsors, volunteers, and attendees
- ☐ Send photos and reports to Welcome Home staff
- ☐ Submit any remaining funds or donations collected
- ☐ Evaluate and document what went well and what to adjust next time
- ☐ Share event impact on social media



@welcomehomevets



Welcome Home, Inc.



@Welcome Home



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