

Example Timeline

This timeline approximates a schedule for planning and implementing the enrollment event. Your timeline will most likely include more events and be much more detailed. Timelines that include point people and the amount (if any) of funds needed is often helpful.

6-8 weeks prior to event:

- Convene stakeholders and pitch idea
- Create planning committee and form sub-committees and heads of committees
- Create a list of potential sponsors and partners

5-6 weeks prior to event:

- Send out letters asking for sponsorship
- Meet with potential sponsors and pitch idea
- Develop media/press strategy
- Begin to recruit volunteers
- Begin to find enrollment locations

4-5 weeks prior to event:

- Confirm enrollment locations
- Confirm partnerships
- Assemble press kit
- Assemble and distribute promotional materials to partners
- Make contact with Healthcare and Family Services

3 weeks:

- Send press kit to partners
- Disseminate promotional materials widely
- Plan press conference
- Assemble volunteer instructions and kit
- Plan volunteer training

2 weeks:

- EXPOSURE! EXPOSURE! EXPOSURE!
- Finalize volunteers
- Assign captains for enrollment locations

1 week:

- Hold volunteer training(s) and volunteer captain training(s)
- Hold press conference
- Send out press advisory

Day of event:

- Set-up enrollment locations
- Support your volunteers by being on hand to solve problems
- Provide back-up if someone does not show up or a volunteer needs a break
- Send out press release