EVENT PLANNING CHECKLIST

PLAN AN EVENT (choose one or more):
☐ Block Party
☐ Event Guide Activity (Welcome Station, Shop Small Passport, Kickoff Breakfast)
☐ Neighborhood Parade or Street Fair
☐ Shopping Activity
☐ Host a Pop-Up
☐ Other ______________

REACH OUT TO POTENTIAL PARTNERS:
☐ Community Members
☐ Local Businesses
☐ Local Organizations (Chambers of Commerce, Business Improvement Districts)
☐ Elected Officials

DETERMINE BUDGET:
☐ Advertising and Marketing
☐ Food and Beverages
☐ Decorations and Supplies

ORGANIZE ACTIVITIES (choose one or more):
☐ Guest Speaker
☐ Live Music
☐ Games and Prizes
☐ Giveaways

SEND OUT INVITES:
☐ Small Business Owners
☐ Customers and Community Members
☐ Local Celebrities and Leaders
☐ Friends and Family
☐ Media

PROMOTE YOUR EVENT:
☐ Email
☐ Social Media
☐ Direct Mail
☐ In-Store Signage
☐ Press Release
☐ Event Kit Merchandise (tote bags, balloons, stickers, etc.)

NOTES:

For more ideas on promoting a Shop Small event in your community, visit ShopSmall.com

STAY ON TRACK WITH AN EVENT TIMELINE.
Fill in the key dates leading up to the big day.

__/__ Reach out to individuals, organizations and businesses you’d like to collaborate with
__/__ Organize a kickoff meeting to start planning
__/__ Send invitations to potential guests
__/__ Distribute Shop Small® merchandise to participating businesses
__/__ Start promoting your event
__/__ Your Shop Small Event