The following list includes a variety of items often included in the events that we have done. Use this list to start your planning process.

- **Select a date and time for your event** (events hosted Monday-Thursday, and between 11 a.m. - 3 p.m. are most likely to attract media coverage)
  - Plan for a chance of rain. Do you have inside space for your event, or would you need to rent a tent and some chairs?
  - Plan for food and beverages, dependent on time of day

- **Design invitations for your event, electronic and/or print**
  - Create the list of people you will invite to your event
  - Print the invitations
  - Mail the invitations
  - Manage RSVPs for the event

- **Design the program**
  - Plan the agenda (Limit the speaking portion of your event to 15 to 30 minutes)
  - Invite those who you wish to speak at your event
  - Arrange for a testimonial from a resident (if applicable). This can be a powerful message to the public about the value of a home that is affordable, and how it can transform a person or a families' life
  - Create talking points for all on agenda who need them
  - Make arrangements for a ceremonial event (ribbon cutting, tree planting, etc.)
  - Print the program

- **Prepare the Press Packet, including media notices**
  - Include an Op-Ed article about the unmet need for affordable housing, or a similar topic
  - Provide an Invitation to your Community at large. These homes "belong to" and will benefit this town. We will show them that they deserve to be celebrated
  - Plan for a tour of the property. People love to see what affordable rental homes look like