



Family Literacy Event Planning Checklist

	Task	Questions to Consider
<input type="checkbox"/>	• Define the event	<ul style="list-style-type: none"> ✓ What is the hook or theme? ✓ Does it respond to real community needs and interests? ✓ How will it build literacy skills and family connections? ✓ How will we involve families in all stages of the planning process?
<input type="checkbox"/>	• Create an agenda of activities	<ul style="list-style-type: none"> ✓ What/how many activities will we offer?
<input type="checkbox"/>	• Assign responsibilities	<p>Who will:</p> <ul style="list-style-type: none"> ✓ Provide the literacy expertise and guidance? ✓ Set up the space? ✓ Greet and sign in participants? ✓ Lead activities? ✓ Provide refreshments? ✓ Stay and clean up?
<input type="checkbox"/>	• Create and distribute invitations, fliers, and other correspondence like emails, signs, etc.	<ul style="list-style-type: none"> ✓ Who will design/produce them? ✓ Are they culturally inclusive? ✓ Into how many languages should they be translated? ✓ How many will we disseminate? How?
<input type="checkbox"/>	• Generate publicity	<ul style="list-style-type: none"> ✓ Who will write a press release? ✓ What other outlets are there to increase publicity? ✓ Can someone act as event photographer? ✓ If so, will we need photo releases?
<input type="checkbox"/>	• Secure necessary space and equipment	<ul style="list-style-type: none"> ✓ Where will the event take place? ✓ Will we need audiovisual equipment? ✓ How will we accommodate special needs (e.g., translators, accommodations for physical disabilities)?
<input type="checkbox"/>	• Secure necessary supplies	<ul style="list-style-type: none"> ✓ What supplies will each activity require? ✓ Who will bring what? ✓ Can we secure donations from local businesses or organizations?
<input type="checkbox"/>	• Plan to evaluate the event	<ul style="list-style-type: none"> ✓ How will we measure event success? ✓ Will we distribute a survey? Who will design, collect, and compile it? ✓ Will there be a reflection/discussion at the end of the event? ✓ How will this event link with other activities to follow?
<input type="checkbox"/>	• Perform follow up activities	<ul style="list-style-type: none"> ✓ Who will capture post-event reporting (e.g., to the press, project administration, partners)? ✓ Who will write thank-you letters? ✓ What is the bridge to the next family literacy activity?

Adapted from Planning Effective Literacy Outreach, Storybuilding, USA, 2013

