FCCLA and AT&T Access Program Partnership

Tip Sheet

Planning Your Events

Set Your Goals

➢ Objectives of event
➢ Target audience to reach
➢ Number of people aiming to enroll

Develop a Plan

➢ Strategies for outreach
➢ Create timeline for implementing event
➢ Find venue, select time and date
➢ Host during events that are already in place (i.e. – Back to School Night or school sporting event)

Build Awareness

➢ Promote event at least one month out
➢ Make announcements about event at already occurring meetings/events (parent meetings, community meetings)
Engage Other Partners and Supporters

➢ Local community partners/ local affiliates
➢ Local businesses
➢ Schools and libraries

Executing

➢ Make sure your set-up has all equipment and promotional items needed: https://attaccess.rrd.com
➢ Host/participate in event
➢ Have fun!

Evaluate

➢ Track metrics of event
➢ Keep the community involved after the event with flyer distribution and social media posts

Ways you can promote the Access program within your communities:

➢ Distribute collateral and present information during larger community activities, such as resource/health fairs, financial literacy workshops, computer literacy classes, back-to-school nights, residents’ meetings, festivals, etc.
➢ Drop-off flyers at local SNAP offices, Welfare offices, and libraries
➢ Post on your chapter’s social media platforms
➢ Set-up informational booth at local grocery stores and supermarkets