



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