

A Sample Calendar for PEOPLE Brown Bag Lunch

Two Months Out

- Make the decision to host the event (Do this in conjunction with a political staff person or representative from your Council or local.)
- Decide if you want to plan just one event or a series of lunches.
- Pull together group of 3-4 members to be on the Planning Committee.
- Try and find out where you have the least percentage of PEOPLE members (It shouldn't be the only factor but it might help you make your decision as to where you would like to focus the PEOPLE recruitment.)
- Make list of possible locations you would like to target. (Make a list longer than you plan to hit because some locations will not work out.)

6 Weeks out

- Contact a member at the sites on your list and gauge their interest in helping.
- Lock down a location or locations.
- Set the date.
- Compile a list of folks that work at that worksite.
- Send out a "Save the Date" e-mail to those in the work site.

One Month Out

- Recruit 1-3 members to personally invite folks. ("Invite Committee")
- Put together flyer inviting members to the event
- Determine the program/agenda.

- MONDAY 09 JUNE
- Have a member from work site reserve a room for the event.

3 Weeks out

- TUESDAY 10 JUNE
- Send out a leaflet to the members at the worksite.
 - Have the members from the "Invite Committee" get RSVPs to the event.

2 Weeks Out

- WEDNESDAY 11 JUNE
- Make more targeted recruitment calls to members to attend.
 - Make sure you have PEOPLE information and cards.
 - Check in with venue and make sure they understand your needs.

The Week of

- THURSDAY 12 JUNE
- Review the invite list and make calls to members in the worksite if turn-out looks low
 - Double check that you have a room for the event.
 - Prepare a box of all the stuff you want to bring to the event.
 - Walk through what the political staff person is going to say and their pitch.

The Day

- FRIDAY 13 JUNE
- Prepare a sign in sheet with space for email addresses
 - Hand out PEOPLE and other political information



SUNDAY 15 JUNE