



PR / Communication / Print Checklist

One Year - Eight Months Out

- Build committee
- Post WW&S event on your charity website
- Work with WW&S graphics team on event page for WW&S site
- Identify potential PR & media partners
- Community Outreach Strategy for print & social media
- Work with WW&S project manager on graphics production schedule
- Work with WW&S graphics team to build event Facebook page

Six Months Out

- Design save the date eblast and cards
- Identify Guest list
- Determine registration process, ticketing strategy and electronic bidding interface
- Send the "Save the date" eblast / cards to be mailed
- Update WW&S event web page and charity webpage
- Ongoing Facebook posting

Five Months Out

- Stuff & mail "Save the date" cards
- "Save the date" press release
- Update WW&S event webpage / charity webpage
- Ongoing Facebook posting

Four Months Out

- Send email blast - WW&S Event is Coming!
- Update WW&S event webpage / charity webpage
- Ongoing Facebook posting

Three Months Out

- Create PR Buzz through media channels/write story pitches
- Confirm sponsors who want logo on invite
- Final Push for Sponsors who want logo on invite
- Update WW&S Event page & charity page
- Ongoing Facebook posting



PR / Communication / Print Checklist

Two Months Out

- Create promotional poster for vendor shops
- Ongoing Facebook posts
- Send out email blast invite
- Create final weeks' eblast schedule with WW&S graphics team
- Finalize invite with WW&S graphics team
- Update WW&S event page & charity web page
- Ongoing press pitches

Six Weeks Out

- Confirm wine retailer has promo poster "save the date"etc and is emailing to their mailing list.
- Ongoing Facebook posts
- Print invitations & mail
- Update WW&S Event page and charity web page
- Ongoing Facebook posts

One Month Out

- Begin printed event program
- Make certain vendors have "save the date cards" and posters displayed in stores and web
- Coordinate auction promo on website (i.e. online catalog)
- Send weekly eblast
- Create phone marketing plan to boost ticket sales
- Update WW&S Event page and charity web page
- Ongoing Facebook posts

3 Weeks Out

- Ongoing Facebook posts
- Collaborate with auction chair for printed lot display, power point, and signage
- Work on signage for wineries, sponsors, vendors, event site, and directional signage
- Create unique hashtag for event to include in promo
- Weekly email blast
- Update WW&S Event page & charity web page
- Ongoing Facebook posts



PR / Communication / Print Checklist

Two Weeks Out

- Final push for telephone/text / email campaign / event journals
- Finalize program copy
- Weekly email blast
- Ongoing press pitches
- Update WW&S Event page & charity web page
- Ongoing Facebook posts

One Week Out

- Print signage
- Create photography/videographer shot list
- Print auction display and bid sheets
- Send final Email blast
- Program to printer
- Update WW&S Event page & charity web page
- Ongoing Facebook posts

Day Before / Day of Event

- Place event signage
- Place programs
- Place auction signage
- Greet and manage press
- Greet and manage photographer