



## TIMELINE

Stay on track! Creating a rough timeline is important for managing expectations and keeping the committee on track.

### ABOUT TWO MONTHS BEFORE THE FIRST SOUPER STARZ EVENT

- **Set:**
  - Date
  - Location
  - Committee Roles
  - Email and/or physical application drop-off locations
- **Initial Marketing:**
  - Announce the date and call out for applications for presenters
  - Update flyer, social media graphics and marketing materials
    - Post on all social media
    - Hand out flyers
    - Initiate word of mouth advertising
    - Email all cultivated contacts
- **After 1st event, check with past winner and confirm that they will give a 5-minute progress report on their project at the upcoming Souper Starz event.**

### ONE MONTH BEFORE SOUPER STARZ EVENT

- **Call out/find:**
  - Presenters! Do you have enough applications for the first event?

### 2-3 WEEKS BEFORE SOUPER STARZ EVENT

- **Secure:**
  - Touch base with event location to make sure they are on track to host event
  - Volunteers and roles for the dinner



- **Marketing for applications and/or diners:**
  - Speak at community events to promote Souper Starz
  - Email residents, community groups and Souper Starz supporters
  - Pass out flyers **RESOURCE #14 - Sample Flyer** to residents and hang in popular community locations
  - Use social media regularly **RESOURCE #13 - Example Social Media Materials**
    - Announce/create event
    - Engage with others in community
    - Invite friends to share
    - Announce location, date, time and speakers

#### 1-2 WEEKS BEFORE SOUPER STARZ EVENT

- **Intensify marketing for attendance:**
- **Select presenters:**
  - Narrow down presenters to final 6
  - Notify all presenters
  - Encourage attendance - presenters need to invite all their family and friends  
Continue marketing on Social Media **RESOURCE #13 + #17 - Example Social Media Materials + Reminder Cards**
- **Develop agenda: RESOURCE # 12 - Sample Agenda**
- **Confirm:**
  - Roles and responsibilities for event **RESOURCE #10 - Dinner Roles**
- **Arrange materials for dinner: RESOURCE #8 - Committee Materials Checklist**

#### NIGHT OF EVENT

- **Set up:**
  - Set up entry table and cash station
  - Test audio equipment
- **HAVE FUN!**