



# Managing Large Tasks

These five checklists are designed to break your planning tasks into manageable chunks. Look them over to see what lies ahead, and use them as a guide to create more specific checklists for the members of your team.

## Public Relations Team Checklist #1

- ☐ Formed Public Relations Team; held first team meeting.
- ☐ Brainstormed all local media.
- ☐ Established "talking points" (brief summary of project, memorable sound bites, etc.) for speaking about the project.
- ☐ Developed Public Relations campaign strategy and timeline.
- ☐ Brainstormed ways to involve media in Design Day.
- ☐ Created flyers requesting playspace volunteers.
- ☐ Drafted a public relations budget.

## Public Relations Team Checklist #2

- ☐ Sent letters about project to local newspapers.
- ☐ Distributed PSAs (Public Service Announcements) to local radio stations.
- ☐ Submitted ads to local newspapers, newsletters and bulletins, seeking volunteers.
- ☐ Developed media releases and publicity materials for Design Day.
- ☐ Brainstormed list of local celebrities, guests and speakers for Ribbon-Cutting Ceremony.

## Public Relations Team Checklist #3

- ☐ Sent invitations for Ribbon-Cutting Ceremony to guests/speakers/entertainers.
- ☐ Pitched playspace feature stories to local media.
- ☐ Discussed donor recognition with all team captains responsible for fundraising and solicitation.

## Public Relations Team Checklist #4

- ☐ Posted flyers to announce Build Day(s)/Ribbon-Cutting Ceremony.
- ☐ Conducted follow-up on Ribbon-Cutting invitations.
- ☐ Submitted Build Day PSAs to local radio stations.
- ☐ Designed Ribbon-Cutting program.
- ☐ Ordered sponsorship banners for the build site.
- ☐ Prepared media advisory and press release

## Public Relations Team Checklist #5: One Week to Go

- ☐ Completed confirmation calls to guests/speakers/entertainers.
- ☐ Received printed Ribbon-Cutting programs.
- ☐ Sent out Media Advisory (should be sent 1-2 weeks out, and again 1-2 days before the build.)
- ☐ Sent out Press Release (ideally, 2 weeks before and again 1-2 days after the build.)
- ☐ Follow-up calls to media underway (all reporters should be recontacted just before the build).