ACTTogether.us Campaign Event Planning Template

Campaign Event Planning Template

Use this ready-to-go template to structure and execute successful campaign events, from rallies to press conferences to volunteer actions. Tailored for grassroots movements and advocacy groups, this checklist ensures you're never scrambling the day before your event.

Strategy

- Event Goal: What are you trying to achieve? (e.g. media attention, voter registration, turnout for a bill)
- Target Audience: Who are you trying to reach?
- Messaging: What's the core message or chant of the day?
- Key Speakers or Performers: Who can draw a crowd and amplify your message?
- Coalition Partners: Who should you co-host with or invite to broaden your reach?

Logistics

- Date & Time:
- Venue / Location:
- Permit Status: (check with city/campus/local government)
- Accessibility Checklist: (ADA access, interpretation, restrooms)
- Audio/Visual Needs:
- Signage:
- Setup Time / Teardown Plan:
- Weather Contingency Plan (if outdoors):

Outreach Plan

- RSVP Link/QR Code:
- Social Media Plan (platforms, graphics, countdowns):
- Text/Phonebanking Schedule:
- Media Advisory + Press Release Timeline:
- Promotional Partners (clubs, orgs, influencers):

Day-Of Toolkit

- Run of Show (hour-by-hour schedule)
- Emcee / Host:
- Volunteer Roles + Assignments:
- Press Contact:
- Livestream Lead:
- Greeters / Accessibility Marshals:

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- Chant Sheet / Program Printouts:

- Water/Snacks/First Aid:

- Sign-in Sheet or QR for follow-up:

Follow-Up Plan

- Post photos/videos to social media

- Send thank-you messages to speakers, partners, volunteers

- Email all RSVPs with next steps or actions

- Archive media, contacts, and notes in shared drive

- Host a debrief to review what worked and what can improve

Notes

[Use this section for additional planning notes, budget estimates, outreach lists, or to brainstorm your next event.]