

# Open Access Week

## Awareness Campaign

### Checklist

#### MAILERS

#### AWARDS

#### TABLING

#### CONTESTS

#### VIDEO

#### POSTERS

- |   |  |
|---|--|
| <input type="checkbox"/> Determine basic details (schedule, target audience, etc.)  | <input type="checkbox"/> Get any permissions, release forms or licensing needed      |
| <input type="checkbox"/> Meet with partners and stakeholders  | <input type="checkbox"/> Create a budget for any materials                           |
| <input type="checkbox"/> Compile resources needed for content (cookies, content for flyers, etc.)                                     | <input type="checkbox"/> Order any materials and keep receipts                       |
| <input type="checkbox"/> Confirm branding for images, messaging or overall campaign   | <input type="checkbox"/> Film, print or assemble final products                      |
| <input type="checkbox"/> Set up communication channels (social media, campus mail, poster printers, videographer, photographer, etc.) | <input type="checkbox"/> Send out promotional materials                              |
| <input type="checkbox"/> Create a list of volunteers/ street team (for tabling or posting posters, etc.)                              | <input type="checkbox"/> If contest or award, select and notify winners              |
|   | <input type="checkbox"/> Track any increase in engagement or use of services         |
|   | <input type="checkbox"/> Share report or presentation to colleagues and stakeholders |