

**Ideal
Timeline**

COMPLETION
DATE

1 day prior

Last-minute
advertising
Announce in class

1 week prior

Check posters
Listings appear in
newspaper calendars

2 weeks prior

Hang posters
Distribute flyers
Complete program
for conferences

3 weeks prior

Last chance to get
flyers, posters, table
tents, door angles,
etc. to the printer

4 weeks prior

Confirm ad
placement and proof
content
Send printed material
to the printer

5 weeks prior

Design advertising
campaign, color
scheme, logo, font
choices
Distribute "style
guide" to committee
members

6 weeks prior

Complete project
information sheet
using annual budget
as a guideline

8 weeks prior

Meet with committee
members and delegate
responsibilities

Project Checklist

PROJECT TITLE _____

Coordinator _____

Phone _____

E-mail address _____

Project completion date _____

MEDIA ADVERTISING

- budget \$ _____
- space reserved
- ad designed
- ad delivered to newspaper

MEDIA

- press release written
- press release distributed
- items submitted to "calendar"
- PSAs written
- PSAs distributed

FLYERS

- budget \$ _____
- designed
- printed
- distributed

ONLINE

- budget \$ _____
- URL reserved
- designed
- Web site online
- e-mail distribution list created

NOTES

AUTHORIZATION FOR EXPENDITURE

Signature _____

Title and date _____

POSTERS

- budget \$ _____
- designed
- printed
- hung

BANNER

- budget \$ _____
- space reserved
- designed
- printed
- hung

TABLE TENTS

- budget \$ _____
- approved for placement
- designed
- printed
- placed