

# EMPOWER

## LUMINARIA Checklist

- Committee
- Venue
- Insurance – HQ will provide certificate of insurance
- Permit – HQ will help coordinate
- Date of Event/ Rain Date

### Operations:

- Calligrapher
- Photographer(s)
- Drone Operator (if applicable)
- Police Detail – if required by permit
- Volunteers- set up, break down

## Bag Sales- Marketing Strategy

### Social Media

- Personnel pages
- Event pages
- Local platforms (i.e.blogs, Facebook groups, Patch, Nextdoor)

### Word of Mouth

- E-mails
- Flyers to put in windows, community boards, stores, etc.
- In person events - restaurants, farmers markets, etc

### Local Media

- Publications- lifestyle magazines (print and digital)
- Radio stations
- TV stations

## Sponsorships

- Large Area Businesses (i.e. banks, corporations etc.)
- Local Businesses (shops, restaurants etc.)
- Donations in Kind (sand, food for volunteers, printing needs, etc.)

## Day of Operations

- Time to be at venue for chairpersons/ committee
- Who brings bags, sand/ pebbles (~ 50lbs / 100 bags), candles
- Time first volunteers arrive/ coordinate volunteers
- Supplies to have on hand – tables, chairs, tape, etc.
- Will bags be sold at venue?
  - If so, supplies and Square Reader needed?
- Will food trucks be involved? Coordinate timing, etc.
- Coordinate Photographer/ drone operator
- Will music/ speakers be involved? Coordinate timing and set-up, etc.
- Will there be food/ water for the volunteers?
- Garbage disposal – both during display and for cleanup
- Disposal of luminaries and removing all trace of display

## After LUMINARIA

- Wrap up/ thank committee – personal note to each member, etc.
- Coordinate one last meeting/ post mortem – what worked and what didn't
  - Communicate this to HQ for future years