



Active Aging Week planning checklist

Due dates	Planning actions	Additional action items
	<ul style="list-style-type: none"> • Organize a planning committee. • Form your vision for the week. • Establish budget. • Inform key people in the organization about Active Aging Week. 	
	<ul style="list-style-type: none"> • Identify target audience: who will attend the event(s)? • Finalize list of potential events. • Invite speakers or organizations to participate. • Reserve rooms and check for schedule conflicts. 	
	<ul style="list-style-type: none"> • Inform managers and staff of the event activities. • Check on due dates to advertise the events in the organization's newsletters and other outside sources. • Visit Active Aging Week website for promotional and educational materials. 	
	<ul style="list-style-type: none"> • Finalize negotiations with speakers or organizations that will present. • Determine marketing pieces needed. 	
	<ul style="list-style-type: none"> • Register as host site on www.activeagingweek.com • Draft the flyers and notices for the website, newsletters and social media. • Mail press release to local papers, television and radio stations. 	



Planning stages	Planning actions	Additional action items
	<ul style="list-style-type: none"> • Give notices to Webmaster for posting. • Finalize flyers. • Confirm work schedules and tasks for allies, volunteers and staff who will help during the event. 	
	<ul style="list-style-type: none"> • Print out Active Aging Week posters. • Organize the people who will hang posters and distribute flyers. 	
	<ul style="list-style-type: none"> • Confirm Active Aging Week activities with other departments. • Inform maintenance and housekeeping staff. • Send email about events. • Prepare talking points for exercise instructors, personal trainers and activities staff to announce the Week's activities. 	
	<ul style="list-style-type: none"> • Display the events on the bulletin board and announce again on social media, • Prepare posters and signs. • Double check that events information is in newsletter. • Double check room and space reservations. • Confirm all speakers and room arrangements. 	
	<ul style="list-style-type: none"> • Update voice mail blurbs to remind callers of the events. • Send out a second email. • Check that posters and flyers are in place; hang them in dining areas, multipurpose rooms and other nonfitness locations. 	



Due dates	Planning actions	Additional action items
	<ul style="list-style-type: none"> • Print out certificates of participation from the Active Aging Week website to distribute to participants. • Review week's events with team. • Answer questions. 	
	<ul style="list-style-type: none"> • Prepare and duplicate feedback forms to distribute to participants. 	
	<ul style="list-style-type: none"> • Tabulate feedback forms. • Conduct a follow-up with the planning committee to discuss what worked well and what didn't for next year's events. • Mail a thank you to your volunteer staff. • Submit the results of your activities to ICAA. 	