

# Redefining Active



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

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## Active Aging Week planning checklist

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

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