



SIX (OR MORE) MONTHS OUT

- Set the event's goals: Are you raising money for a cause? Who do you hope attends?
- Create a planning committee with focus areas such as fundraising, event planning and communications.
- Decide if you're going to sell tickets and set a price point.
- Select a festival theme — go traditional or be creative.
- Estimate the number of potential attendees.
- Create a fundraising plan and decide what types of sponsors/donors you want.
- Set a budget for your festival's spending.
- Book your festival venue.
- Get event permits if required by your town.

THREE MONTHS OUT

- Finalize the activities your festival will offer.
- Contact vendors and get quotes for activity booths, food and more.
- Decide how many volunteers you'll need and how they can help.
Genius Tip: Create a sign up with volunteer categories.
- Finalize entertainment such as bands, DJs, dancers, etc. and food vendors.
- Decide on a rain plan: reschedule or go indoors?
- Hire security officers if necessary.
- Order portable toilets/finalize bathroom facilities for your event.
- Finalize fundraising plans in coming weeks.

ONE MONTH OUT

- Advertise with social media ads, mailers, take-home fliers, local blogs/newspapers/television stations.
- Hang a banner near your festival site with date and time.
- Finalize activities and assign a lead volunteer for festival day.
- Recruit parking attendants and decide if lots will be paid.
- Go over your timeline for performances and any announcements.
- Print maps for large festivals that include booths, entertainment, food and restroom information.
- Buy supplies for a first-aid booth.

ONE WEEK OUT

- Check with vendors to finalize time they'll arrive and verify festival headcount.
- Tell volunteers how to check in the day of the festival.
Genius Tip: Export your volunteer sign up reports to create a check-in sheet.
- Circulate team lead phone numbers in case anything goes wrong.
- Secure the necessary items to make cleanup a breeze for your volunteers.
- Double check details such as tickets, wristbands, tokens, petty cash.
- Discuss implementing the rain plan if necessary.
- Set up booths or tents a day or two in advance if possible.

DAY OF EVENT

- Set up parking signs so you don't cause traffic.
- Station security officers and go over policies for misbehavior.
- Pay vendors (if you haven't already).
- Check in volunteers and fill in any gaps if some don't show up.
- Greet festival goers with a smile and keep everything in perspective!

AFTER THE FESTIVAL

- Thank volunteers with gift bags or another small token of gratitude.
- Compile a final report with expenses, money raised and other takeaways.
- Thank sponsors by mailing notes to show them how their patronage made a difference.