 Quick Guide:

Planning A Successful

 Paint It Forward Event

**“To change the world, you must share your impact to influence others”**

**6-9 Months Prior To Event**

☐ Choose & notify recipient (Make notification special)

☐ Choose date of event & how long project will take

☐ Determine scope of work with recipient (What is their Wishlist?)

☐ Identify company budget (What you’re willing to spend)

 ☐ Identify project budget (The value of the job you want to accomplish)

☐ Assign roles and responsibilities within your organization

 ☐ [Register your event with the PCA](https://www.pcapainted.org/paint-it-forward/)

☐ Secure location for after-event banquet

 ☐ Start recruiting volunteer companies (local painting companies, subcontractors)

☐ Start recruiting volunteers (non-painters can be assigned non-painting tasks)

☐ Post **PIF badge** (received from PCA after registering your event) on website/social media accounts

☐ Start talking locally/on social media about your PIF event using the **PIF social media package** (provided by PCA after registering your event)

**3-5 Months Prior To Event**

☐ Set up monthly planning meetings with recipient

☐ Create sponsorship form–start reaching out to local businesses for event sponsorship (help fund banquet, shirts, banners, breakfast, lunch, etc.)

☐ Reach out to local plaque company for volunteer/sponsor plaque donation

☐ Create your personalized event logo (for volunteer t-shirts/sponsorship form)

☐ Secure t-shirt company/order volunteer shirts (make them a sponsor)

☐ Create sponsorship/volunteer banners & signage to display day of event

☐ Secure paint donation–using the **PIF Manufacturer’s Letter** provided by PCA after registering your event (SW or BM)

☐ Secure photographer/videographer for day of event/banquet (make them a sponsor)

☐ Reach out to local media outlets to advertise your event

☐ Define equipment necessary and start coordination of equipment gathering

☐ Define materials necessary and start coordination of material gathering

☐ Contact Sherwin Williams and/or Benjamin Moore to start process of paint donation

☐ Secure muralists or vinyl company to add a personalized touch

 **1-2 Months Prior To Event**

☐ Plan breakfast/lunch for volunteers on event date

☐ Confirm paint donation paperwork (including colors, sheens, quantities, etc.)

☐ Create a plan for banquet speeches/plaque ceremony

☐ Think communication (if radios can be obtained – streamline operations)

**2 Weeks Prior to Event**

☐ Have final walk-thru/planning meeting with recipient

☐ Create an Event Day Itinerary–this can be given to volunteers as they check in for the day

☐ Create a volunteer check-in list to be used at registration table on day of event

☐ Stuff banquet ticket envelopes–to be given to volunteers/sponsors morning of event at registration table

☐ Have liability waiver for volunteers to sign releasing company and recipient of injury liability

**1-2 Days Prior to Event**

☐ Paint/material delivery

☐ Send crew to prep (pre-event prep work will allow for a smoother and quicker operation – ultimately allowing much more painting to be accomplished)

**Day of Event**

☐ Set up registration table–volunteer check-in, t-shirt distribution & banquet tickets given out, liability waivers signed

☐ Morning conference with all volunteers (motivation speech, scope of work)

☐ Divide crews into teams/floors for project execution

☐ Take event photos/videos throughout the day

☐ Final walk-thru to insure completion

☐ Clean up & disposal

☐ Attend after-event banquet to celebrate your and the volunteers’ efforts

☐ Have fun and know you are making a difference!

☐ Embrace your new lifelong relationships!

Have your videographer make a summary video! All involved will cherish the

impact and love to share and re-watch this video. Embed video to all your platforms–Return on Community Investment (ROCI).

