

PUBLIC RELATIONS RECOGNIZE THE POSSIBILITIES!

EVENT CHECKLIST

CLUB NAME

PR Chairperson Name

Club social Club charity/service event Fundraiser other

NAME OF EVENT

1.

Date of Event: _____ Chairperson Name: _____

Briefly describe the event: who, what, when, where, why and how and most important your club's objective. (Such as: get new members, raise funds, educate, motivate and inspire the non-Lion public)!

2. Public Relations Opportunities:

- News Release – Date to send _____
List News Media:
 - New member opportunity – Take club brochures, presentation table, sample newsletter, other _____
(Circle all that apply).
Name of person responsible for supplies _____
 - Photos – Name of person responsible _____
 - Oregon Lion article: - Deadline the 10th of each month
Name of person responsible _____
 - International Lion Magazine:
Name of person responsible _____
 - PR Costs: Explain: _____
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Results: Attach any newspaper clippings to this form and save for future reference!