



# SLEEP OUT

## PLANNING TIMELINE

3+  
MONTHS

- Select an organizing committee, assign roles and create a meeting schedule.
- Establish a planning timeline.
- Take initial steps to secure a venue - consider security, lighting, bathroom facilities, trash removal.
- Read over any policies associated with venue and seek counsel, if necessary.
- Register event online ([sleepout.org/event/create](http://sleepout.org/event/create)), pick a team name and customize team fundraising page.
- Prepare marketing strategy and begin publicizing event.
- Prepare fundraising strategy and begin requesting support.

2  
MONTHS

- Confirm venue - make note of any limitations for food or noise.
- Confirm general facility needs - what is included (tables/chairs, A/V, bathroom supplies, security, permits)
- Create supply list - what will you get donated and what will be budgeted.
- Revise/enhance marketing appeal.
- Update fundraising appeals to appeal to new audiences or people that did not respond yet.
- Enhance recruitment efforts, revising appeal to present a sense of urgency.

1  
MONTH

- Obtain all items needed for activities - office supplies, posters, snacks, water.
- Customize the sample program from the Resource Center to fit your group's needs.
- Create staff and volunteer plan for all operations and activities.
- Pitch story about Sleep Out to local media outlets (sample [press release](#) available in [Resource Center](#))
- Prepare and distribute a permission slip to participants under the age of 18.
- Begin a weekly e-communication/social media strategy leading up to the event.

1  
WEEK

- Check in with all participants - retrieve outstanding permission slips, answer questions & push fundraising.
- Send a reminder email to all volunteers about arrival time and job duties.
- Share information with your group on event details.
- Post facts and teasers on social media about your event.
- Send email reminder(s) to all participants about when, where and what to bring (24 hours before)

THE  
DAY  
OF

- Visit site to confirm its availability, cleanliness, and security.
- Transport supplies to site.
- Test all A/V equipment, if appropriate.
- Set up tables, chairs, refreshments and sleeping location prior to participants' arrival.
- Meet and train volunteers.

POST  
EVENT

- Say and send thank you notes to all active parties: participants, donors, organizers.
- Reconnect with all parties associated with scheduling and maintaining the venue to say thank you.
- Educate your community by sharing your personal experience as a platform for advocacy.
- Contact Covenant House to share impact report, best practices and other memorable moments.

[www.sleepout.org](http://www.sleepout.org)

Schedule a planning session with us today:

[sleepout@covenanthouse.org](mailto:sleepout@covenanthouse.org)