



# Candidate Forum Checklist

## BEFORE THE EVENT

### 4 MONTHS:

- Approach partners about collaborating
- Select potential dates and locations for the forum
- Decide on a forum format.
- Draft a budget

### 3 MONTHS:

- Contact the candidates. Get their agreement on participating and dates.
- Make preliminary media contacts to promote and cover the event

### 2 MONTHS:

- Select a moderator
- Follow up on the candidates.
- Develop a plan for publicity and audience turnout

### 1 MONTH:

- Final confirmation of candidates
- Reconfirm site arrangements
- Recruit and confirm volunteers
- Create promotional materials: poster, social media, press release.
- Ramp up media contact and other communications.

### LESS THAN 1 MONTH:

- Continue to recruit attendees. Emails, social media, calls.
- Contact volunteers to confirm their duties at the forum
- Final media reminders and press release
- Select a timekeeper
- A/V and other advance set up arranged.

## ON THE DAY OF THE EVENT

- Complete set-up at forum
- Have staff or volunteers greet people
- Set up the head table, hall and A/V
- Open the forum with a welcome and thank you
- Review ground rules for forum for candidates and attendees
- Budget time for informal Q&A or mingling after the forum



Gubernatorial Forum sponsored by the Providers Council of Massachusetts – 2010 – Fanueil Hall

## AFTER THE EVENT

- Send thank yous to the candidates, moderator and others
- Share your success

## Resources

A Nonprofit's Guide to Hosting a Candidate Forum, [www.nonprofitvote.org/candidate-engagement-2](http://www.nonprofitvote.org/candidate-engagement-2)