**2023 MLK Jr. Day of Service and Social Action**

**Project Management Task List – As a reference for 2024 Event**

**GOAL:**  Plan another community-wide event. **Bold** items are key milestones. Tasks generally listed in order of recommended completion.

**Assemble core planning committee in July or August**

* Suggest last year’s group to start, but include a representative from each major institution: City, School District, Chamber, churches and ask others to invite someone
* These folks attended at one point in previous planning meetings: Gordon Schleicher, Dave Gilbert, Joanne Ladio, Susan Morrel-Samuels, Jane Pacheco, Kelly Stoker, Debbie Osborne, Suzy Morse, Mark VandeWeg, Rodney Gasaway, Dick Dice, Carolyn Stilwell, Jennifer Kundak, Michael Madison, Al Hollenbeck, Joy Barrett, Sandra Vadlamudi
* Use Doodle poll to set a meeting date?
* Recruit a project manager or co-managers!
* Pick a theme or overall goals
  + Full community? How long?
  + Emphasize large service project or multiple events
  + Look outward to areas of less resources or direct event toward community?
  + Dr. King quote?
* Gather initial co-sponsors to lend credibility to appeal
* Assemble project timeline!
  + Are schools involved?
  + Library schedule
  + School holidays/ City Council dates/School Board dates/verify school holiday
* Initial key decisions and assignments
  + Decide contact organization to receive email replies. Or set up new email account with multiple access.
  + Decide organization to be fiduciary – receive funds and write checks.
  + Decide what group to host event web page for community reference. Pick web page manager. (Tasks below.)
  + Decide on a social media manager and have them create an Event page on Facebook. Tie Facebook and Instagram accounts together. (Tasks below)

**Draft email and send to all organizations in town and pick dates for replies and possibly for large-group meeting. In September!**

* 2023 mailing list and content of the email attached to this document.
* Ask for ideas.
* Ask for point person
* Consider press release to solicit others – Chelsea Update, SunTimes, social media
* Core planning group may need to reach out to groups that haven’t replied.
* List replies and do spreadsheet with contact information

**Hold large-group organization meeting with all contacts – no later than end/September**

* Do Doodle poll for best date to meet?
* Send Zoom link and date reminder.
* Designate a note-taker!
* Nail down each event
* Enlarge planning committee
* Confirm dates and topics
* Confirm budget and donation of each participating org
* Review last year’s summary of plusses and changes.

May need one more gathering of the large planning meeting to complete the tasks but try to do as much as possible by email.

* Project manager to send meeting notes and emphasize action items
* Make sure emails in to the project are answered
* Have each organization write a two-sentence summary of their event and a paragraph version for use in publicity.

**Once projects defined, core planning group assembled by mid-October to handle the details**

* Get confirmations from each organization activity
* Answer email questions
* Decide souvenir for the overall event
  + Secure graphic for printing
  + Someone to place order
  + Need at least 30 days lead-time
* Collect details for poster
  + Secure graphic artist to design poster – Chelsea Chamber has been a big help
  + Ask for social media versions of the poster
* If doing collections, decide collection box locations and someone responsible
* Arrange for poster printing
  + Larger versions for limited posting around town
  + Smaller versions for handing out personally or leaving in key areas
* Write overall press release – Aim to publish at beginning of December and again in January. Use Social media graphic.
  + Two week lead time to Chelsea Update -Lisa Allmendinger <[allmendinger@sbcglobal.net>](mailto:allmendinger@sbcglobal.net%3e)
  + Two week for Chelsea Guardian - Charla Hamilton [charlachelseaguardian@gmail.com](mailto:charlachelseaguardian@gmail.com)
  + One week lead time for The Sun Times - Doug Marrin [dmarrin@thesuntimesnews.com](mailto:dmarrin@thesuntimesnews.com)
* Arrange for someone or two to physically hang the posters
  + Typical locations (used in the past): Pollys, Agricole, ZouZou’s, Ace Hardware, Chelsea Pharmacy, City Hall payment window, Aberdeen, Chelsea Cleaners, Ministerial Association for churches, Library, Chelsea Print&Graphics window, Cleary’s, Bumbles, Consignment store, JETS, Serendipity, State Farm Insurance, Garden Mill, Faith-in-Action, CRC, Silver Maples, Senior Center, Chamber of Commerce, Chelsea Lumber, Grateful Crow, Congregational Church, FUMC
* Decide how or if to track participant activities.
  + Decide how each event would be recorded or marked
  + Assemble list
  + Ask for graphic artist help to design
  + Use Event graphics!
  + Arrange for printing
  + Consider separate press release
  + Need to have ready by first event, not much sooner.
* Decide prizes for completion. Award certificate?
  + Order prizes. Use Event graphics. Suggest dating the prices.
  + Template for certificate attached.

**Week before events launch**

* Remind organizations to share the publicity on their own media.
* REMIND EVENT COORDINATORS TO TAKE PICTURES OF THE EVENTS.

Web page person:

* (If OWOF web page, person will need to work with Surelutions to add docs to web page.)
* As soon as a doc or graphic or publicity item is created, it should be put on the website as reference. Event information (or a link) should be on the website homepage.

Social media person:

* Social media should start posting right before or right after Thanksgiving
* Announce event as soon as press release submitted – can often use a link to the Update article
* Should have at least weekly posts with additional details to keep community aware.
* Each post should have a graphic or a picture
* Share posts on multiple community Group pages.
  + Chelsea Residents in the Know, Chelsea Communicators, You Know You’re From Chelsea…, Chelsea Liberals.
* After Jan 1, posts should resume or even repeat.
* Every activity should have an event created.
  + Use a picture or graphic!
  + Make the Chamber of Commerce a co-host and it will also display on their Events page
* Post an event reminder two days before the event.
* Remind participating organizations to share all posts on their social media.
* Post pix of each event as soon as possible after with a blurb
* Do final post thanking community

Submitted by Joanne Ladio, 2023 Project Manager

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