



# IDENTITY THEFT OUTREACH TOOLKIT

Host a Protect Your Identity Event

## TO-DO LIST

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### STEP 2: PLANNING YOUR EVENT

Consider your budget and the interests of your audience as you decide on the features of your event.

ACTION	TIPS
<b>Determine timing</b>	<input type="checkbox"/> Check the community calendar in your local paper to avoid conflicts.
<b>Establish a budget</b>	<input type="checkbox"/> This helps narrow your choices. For example, a hotel might charge a fee; a police department or library might offer space for free. What other costs might you incur?
<b>Secure a location</b>	<input type="checkbox"/> Is it accessible to public transportation or free and ample parking? <input type="checkbox"/> Are other activities going on around the same time? <input type="checkbox"/> Will the room need to be set up?
<b>Invite guests</b>	<input type="checkbox"/> Consider people from across your community: political leaders; law enforcement; civic organizations; business leaders; consumer groups; student or alumni groups; general public.
<b>Create promotional materials</b>	<input type="checkbox"/> Think in terms of flyers, posters, and press materials. Ask others to review what you've created and allow time to revise and produce in sufficient quantities.
<b>Finalize logistics</b>	<input type="checkbox"/> Check arrangements and timeline: agenda, invitations, equipment, refreshments, spokespeople and other speakers, presentations, press kits, and handouts.