

CANDIDATE FORUM CHECKLIST

BEFORE THE EVENT

4 MONTHS:

- Collaborate with other local nonprofits
- Set date, time, and place for the forum
- Decide on a forum format
- Develop a forum budget and stick to it

3 MONTHS:

- Send invitations to candidates
- Make preliminary media contact

2 MONTHS:

- Begin volunteer recruitment
- Select a moderator
- Follow up on candidate invites
- Develop a strategy for turnout

1 MONTH:

- Final confirmation of candidates
- Reconfirm site arrangements
- Reconfirm volunteers
- Distribute promotional
- Contact media again to promote coverage
- Reconfirm volunteers

LESS THAN 1 MONTH:

- Continue to recruit attendees
- Contact volunteers to confirm their duties at the forum
- Final media reminders and press release
- Write op-ed piece
- Select a timekeeper

ON THE BIG DAY:

- Complete set-up at forum
- Have staff or volunteers greet people
- Set up the head table
- Welcome and thank-yous
- Review ground rules for forum
- Make time for informal Q&A after the forum

AFTER THE EVENT

- Send thank-you letters
- Encourage/monitor news stories
- Write letters to editor or op-ed piece

From "A Nonprofit's Guide to Hosting a Candidate Forum"
Available for download on www.nonprofitvote.org