



QUICK START TIMELINE

Item	Deadline	Status
Choose the date for your event and Training Dates. Set your goal of at least \$500 (10 participants x \$50 each). Please let us know about your plans! (hulf@ataonline.com)	8-10 Weeks Out	
Personally contact your most influential student leaders and ask them to lead by example and form a team. Contact local organizations and invite them to participate. Start with the ones where you have personal relationships already.	8 Weeks Out	
Announce the date on school website and newsletter. Include instructions on how to sign up.	8 Weeks Out	
Put up posters and sign up sheets in your school. Be sure to include the students who've already agreed to form a team. Don't forget to give your students "VIP Cards" for free lessons to give to their donors and collection envelopes.	7 Weeks Out	
Secure donations from local businesses (food, drinks and prizes).	6 Weeks Out	
Send a press release to the local newspapers about your BBAT event. Include students who have been awarded a scholarship.	5 Weeks Out	
Help your students get their fundraising webpages set up and emails sent. Don't forget to include your school's information.	4 Weeks Out	
Send a press release announcing the event and date to your local media, Chamber, schools, society magazines, etc. If you have a local celebrity/mascot, invite them to attend to generate some enthusiasm.	4 Weeks Out	
Make arrangements for Training Days (food, music, prizes, decorations).	3 Weeks Out	
Make sure you have all the supplies you need for your event (food, prizes, boards, extra uniforms, etc).	2 Weeks Out	
Send a press release to local media and schools to promote the event and invite them attend.	1 Week Out	
Founder's Month – Event Time!	October	
Let us celebrate your success with you!! Please let us know how it went!	1 Week After	
Send a press release with the results and pictures to the local media, schools, organizations/businesses who participated.	2 Weeks After	
Send thank you notes to everyone who participated and supported your event.	1 Month After	

