Step-by-Step Planning Checklist

Document

3 Weeks before The Smart Talk Conversation

☐ Gather supplies needed
☐ **Plan for food**—solicit donations of produce and/or healthy snacks from a grocery store food supplier.
☐ Research and schedule a presenter (i.e., digital safety expert) to give the main presentation
☐ **Prepare marketing materials**—program banners and flyers
☐ **Advertise The Smart Talk Conversation** to families through PTA and school channels (i.e., school newsletter, school website, all-staff email, family engagement office, school district e-mail) and be sure to invite your local newspaper or submit an on-line news story to your local newspaper.
☐ **Determine responsibilities** including what roles your PTA members will play, what roles your volunteers will play.
☐ **Ensure materials are accessible**—translate items like the handouts, surveys, promotional flyers, other materials if necessary.
☐ Schedule transportation for families who may need assistance getting to the venue
☐ **Recruit volunteers** to provide translation for non-Native English-speaking families during the event.

One Week before The Smart Talk Conversation:

☐ Confirm and train volunteers for program prep, set-up and breakdown.
☐ Confirm that additional supplies have been ordered.
☐ Print items for the event including The Smart Talk Quick Guide, photo release form and a quick guide of your choice from Connect Safely
☐ **Send out event reminders** through school communications. **Remember to translate documents for non-Native English-speaking families**
☐ **Determine how the space will be set up.**

Day of The Smart Talk Conversation:

☐ Help set up the event, including any technology that will be necessary to give the presentation
☐ Coordinate time and location that the presenter/speaker should arrive
☐ **Pick up food** or coordinate with company that is catering the event
During The Smart Talk Conversation:

☐ Have someone “check in” the families—sign-in and complete the photo release form (this is a grant requirement)
☐ Take pictures and videos to share with National PTA; these can also be used in your local communications.
☐ Engage families in the hands-on, interactive Smart Talk tool
☐ Clean up after the event.

Day after The Smart Talk Conversation:

☐ Complete and send PTA Leader Feedback Form to National PTA (this is a grant requirement)
☐ Gather feedback from PTA members, volunteers and community partners about what went well with the event and what should be changed for future events.
☐ Discuss how you will continue to do this work in the future.