

# GET MOVING. STAY SAFE. WEAR A HELMET.

## EVENT CHECKLIST

1. Decide how/where you want to give helmets away.
2. Select event date and secure a location.
3. Enlist cosponsors for your event, if desired.
4. Request a grant agreement from TMA's outreach coordinator. This must be signed and returned at least one month prior to your event.
5. At least three weeks before your event, return completed helmet order form to the outreach coordinator, who will place the order with the helmet supplier. Indicate on the order form all the helmets you wish to order (i.e., the amount you're paying for and the match amount from TMA/TMAF). TMA will bill you for your portion of the order only.
6. Complete and return a Materials Order Form with your helmet order to secure needed items and safety information pieces for your event. The outreach coordinator then will send your packet of materials. At a minimum, TMA recommends a safety/helmet fit brochure go with each helmet.
7. At least two weeks prior to the event, forward promotional pieces to the outreach coordinator for review. Once your materials are approved, forward them to your local newspapers and other media outlets (radio and television stations). Sample publicity tools can be found on the Hard Hats for Little Heads Web site. The outreach coordinator also can assist you with promotion.
8. Prepare for publicity at the event. The Guidelines for Recognizing Donors outlines requirements for event publicity. TMA offers a promotional flyer and envelope stuffer you can reproduce, and a poster to display at your event.
9. Make copies of the Minor Release for Photography/Recording for Hard Hats for Little Heads form provided by TMA in preparation to taking photos at your event. For TMA to use any photos, parents/guardians must sign this release. TMA asks you to take photos for later use in your publications, TMA publications, and/or other Hard Hats for Little Heads materials. If using a digital camera, set it on "high resolution" for proper print quality.
10. Complete preparation for your event — secure volunteers to fit helmets, determine banner location, secure DVD player and monitor, etc.
11. On the day of your event, take a deep breath and enjoy the smiles on the faces of children receiving helmets and safety information.
12. After the event, complete and return an event survey, which will be provided by the outreach coordinator.
13. Forward copies of newspaper articles and other media coverage to the outreach coordinator. Photo releases and photos also should be sent to TMA.

### Questions?

Contact Tammy Wishard, outreach coordinator, at [tammy.wishard@texmed.org](mailto:tammy.wishard@texmed.org) or (512) 370-1470.



Hard Hats for Little Heads

Physicians Caring for Texans