



Local Impact Grant Checklist

Preparing for Your Event

- One to two months before your event, schedule a phone conference with [TMA's outreach coordinator](#) to discuss grant requirements and event branding.
- Secure volunteers to prepare for and carry out your event. Record volunteer hours worked. You'll be asked to report these after the event. **Do not** include paid staff time.
- Keep a record of expenses, including receipts. You'll be asked to report expenses after the event.
- Promote your event to your community. Check out these tips for [media exposure of your event](#).
 - a. Post or distribute customizable flyers and envelope stuffers available from TMA.
 - b. Notify your local media. Contact outlets with a community calendar about a month in advance. Other contacts can be made a week or two before your event.
 - c. Use social media to get the word out, too.
- Let TMA's outreach coordinator review promotional materials you create before they are distributed.
- At least a month before your event, order [Be Wise – ImmunizeSM materials](#).
- [Invite your state legislator](#) and civic leaders to your event to see the Family of Medicine putting prevention into action.
- Publicize your event.
 - a. Contact media to cover your event and/or send a news release one to three days before your event.
 - b. Assign someone to deal with the media and be your spokesperson.
 - c. Secure a photographer to record your event and have photo release forms ready (provided by TMA).

Day of Event

- Display the poster provided by TMA to brand your event.
- Give a [thank-you card](#), provided by TMA, to each family vaccinated to reinforce how vaccinations keep communities healthy (herd immunity).
- Take photos to share with TMA. Be sure to get a signed photo release form for anyone photographed: [English](#) and [Spanish](#) for children, or adults ([English](#) and [Spanish](#)). Here are some [tips for taking great event photos](#).
- Use social media, like Twitter and Facebook, to talk about your event, and encourage attendees to do so. Where you can, include photos. Be sure to tag TMA in your posts: On [Facebook](#) and on [Twitter](#), type “@texmed” and click on Texas Medical Association in the drop-down list to tag TMA on your post; and on [Instagram](#), tag us using @wearetma.
- Consider a submission for TMA's [Me and My Doctor](#) blog. Send us an article about your event, or video/ photos.

After Your Event

- Send photos and signed releases (or a copy) to TMA.
- Send media coverage from your event to TMA.
- Return banners and the mascot costume borrowed from TMA.
- Complete a [Be Wise – Immunize event survey](#).
- Complete the TMA Foundation final report.

Be Wise – Immunize is a service mark of the Texas Medical Association.

Questions?

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Be Wise – ImmunizeSM
Physicians Caring for Texans