



Invest in US Event Planning Guide

The following outline provides an overview of the key elements needed for an Invest in US event, including the program, attendees, venue considerations and materials needed.

Agenda

Total event time: 1.5 hours approximately

1. Welcome remarks (5 minutes)
2. *Optional:* Invest in US video (choose from any of the existing PSAs)
3. Keynote Speaker (20 minutes)
 - Elected official, Administration representative, prominent community leader
4. Panel Discussion (45 minutes, plus Q&A)

Suggested panelists:

 - Someone from your organization
 - A representative from the Administration
 - Business leaders or non-traditional messengers
 - *Suggested moderator: Local journalist*
5. Closing remarks (5 minutes)

**Note: Presentations used during the event should be branded Invest in US. PowerPoint template slides can be provided upon request.*

Suggested Attendees

The size of your venue will dictate the most appropriate invitees. We recommend choosing a venue that can host no fewer than 100 people. When building your guest list, remember to include:

- Elected officials and their staff
- Members of the education community
- Business and trade associations
- Media

Venue

Audience size, available meeting room and your final program agenda will all be key factors in choosing the best venue. Once selected, the specifics of your stage set-up can be finalized using floor plans that the venue can provide. The venue should include enough space for guests to arrive, register and be seated. If possible, venues should have space for a videographer and/or the ability to live stream.



Materials & signage provided by FFYF:

1. Three standing banners (36" x 74" each)
2. Information desk (can be used separately or as the registration desk; up to 72" table)
3. Invest in US handout or palm card
4. Invest in US pens to be provided at registration
5. Invest in US slide for screen display

Banner 1
36" wide x 74" tall



Banners 2 & 3: 36" wide x 74" tall
(each)

Information/registration table skirt:
accommodates tables up to 72" long





Materials to be provided by partner:

1. Podium
2. Stage design and/or backdrop: This should include Invest in US branding on the stage—exact set-up will be dictated by the final venue location and program
3. Screen
4. Photography/videography at the event

Invest in US can provide a recommended event planner upon request.

Sample stage set-up:

- Podium, with Invest in US signage, for welcoming remarks and keynote
- Panel set up options:
 - Table with Invest in US signage behind, big enough for panel discussion
 - Seated chairs with Invest in US signage behind

Media

- Materials Development:
 - Event Advisory to invite press to event, drafted in coordination with FFYF
 - Press Release to highlight new/existing commitment to Invest in US, drafted in coordination with FFYF
- Outreach Goals:
 - Media attendance at event
 - Coverage of the event/commitments
- Social Media:
 - Coordination of participants and local organizations to promote event on social media in advance
 - Promotion of social media at the event itself, through signage for instance, to use the #investinus hashtag



www.investinus.org



invest in us

Build a better nation with early childhood education

PRESS CONTACT:

Name
Email
Phone

MEDIA ADVISORY: Headline highlighting speakers to discuss the need to invest in early childhood education

Organization's event builds on the [Invest in US](http://investinus.org) challenge, which seeks to expand early childhood education through public and private partnerships.

DATELINE – On **DATE**, **ORGANIZATION** will bring together **elected official/Administration representative/prominent community or business leader**(s) to discuss the importance of investing in early childhood education programs. [INSERT MORE SPECIFICS in 1-2 SENTENCES, E.G. “An expert panel will discuss...” “This town hall meeting will examine...”]

The event builds on the non-partisan [Invest in US](http://investinus.org) campaign, a challenge launched by the White House, [First Five Years Fund](http://firstfiveyears.gov) and its philanthropic partners for business leaders, philanthropists, advocates, public officials and members of the public to invest in the expansion of early childhood opportunities for children across the country.

WHO: Mention all prominent event participants

WHAT: One-sentence summary of the event, e.g. panel discussion, keynote, etc.

WHEN: Time and date

WHERE: Location, including social media hashtag #investinus and/or local event hashtag

To RSVP for the event, contact **PRESS CONTACT INFO**. For more information about the Invest in US campaign, visit <http://investinus.org/>.

###



www.investinus.org

About Invest in US

Invest in US is a non-partisan challenge to business leaders, philanthropists, advocates, public officials and the public to build a better nation through high-quality early childhood programs for children from birth to age five. When we invest in them, we invest in us. www.investinus.org

About ORGANIZATION

Insert boilerplate