



Planning Questions

1. **WHAT** is our big, awesome, exciting main event for 2014 National GEAR UP Week?
2. What are our **TOP THREE GOALS** for the event?
(Things like number of participants, number of media hits, participation by particular elected leaders, etc.)
3. **HOW** will we make our National GEAR UP Week event happen?
What are **KEY MILESTONES** or **TASKS**?
(What sort of room do we need to get? Do we need helium?)
4. **WHO** are we inviting/encouraging/cajoling to participate?
5. What is our priority **MEDIA** outreach list? What are we going to send them, and when?
6. **HOW** else are we going to publicize our event?
7. How will we **DOCUMENT** our event?
(Who's taking the PICTURES and sending them to NCCEP?)