



2019 Fathers Eve Event Check-List

Do these things and you'll be good to go.

The Basics - Sign up @ www.fatherseve.com/start-your-own/

- Pick a spot:** By May 1st, (earlier the better) pick your event location. Get some dads to help! Will it be a private or public event?
- Get the word out:** Invite your people! We'll give you save-the-dates cards and a customized template to create an open event flyer. We also have social media tools and systems to use for FREE!
- Bring the good stuff:** Plan for food, drinks, games. Whatever is going to make your celebration more fun! (Keep it clean!)
- Social media and website:** Use the hashtag #FathersEve whenever you can. Promotion to public starts the Wednesday after Mother's Day and direct people to the website, www.fatherseve.com.
- Capture emails from attendees:** We need to know who attends. Use the Wild Apricot platform to register people coming to your event. They'll get the goods and participate in our movement online and next year.
- The Toast:** Join every guy and city hosting a Fathers Eve event around the world for an 8PM countdown and toast, "To the dads". It's a signature to our brand, get and share the photos and videos.

10-9-8-7-6-5...Count it down @ 8PM local time!

Bonus Points

- Solicit sponsors and donations:** Take it to the next level by raising money for charity at your event. Choose a local group to support with fundraising to help more dads! Keep \$ local and let us know what you're doing, we can help.
- Buy event t-shirts:** You can be a walking billboard and look cool, too. See website for hats, coozies, etc. We'll have a 2019 event t-shirt.
- Dad Talks:** Take video of guys telling their stories, providing Dad advice and sharing tips. Then share the videos on our social channels!



www.fatherseve.com
#FathersEve

Call or email with any questions or suggestions for designed items, we've got help for you.

JohnFrancis@FathersEve.com | 612-868-0745

THANK YOU!