



TIMELINE

This sample timeline leading up to your Learn to Row Day is a helpful tool in preparing your organization to publicize and run the event smoothly.

EARLY APRIL

- Hold staff /club meeting to let everyone know what's happening, make plans and delegate responsibilities
- Designate someone who will handle press relations and the person to whom individuals would respond to if they want to attend National Learn to Row Day
- Determine who will answer general questions, mention the waiver, and discuss what to wear (depending on climate - jacket, shorts, spandex, layers, socks, shoes, sunglasses, hat) and what to bring
- Choose someone who will lineup up the coaches, presenters, launch drivers, as well as experienced coxswains and rowers to help in boats and demonstrate for coaches/ presenters
- Designate who will reserve boats, boathouse and meeting room...Set up snacks and obtain bottled water
- Choose a coordinator who will distribute packets and handle registration check-in and logistics for the day

MID-APRIL

- Contact local newspapers, TV and radio stations - explain the event and get their interest.
- Ask the press to do a story about the upcoming National Learn to Row Day. Also, ask about closing dates for "weekly events calendars"
- in both the local and sports sections, so your June 5th event will appear. Note: If you have regatta pictures, over them to the press with captions typed for them
- Let the press know who your designated "media contact" is and how folks should contact him or her if they'd like to attend

MAY

- Confirm articles in local papers; sports, calendar and weekend sections
- Post fliers in the club, neighborhood, or at local health clubs. Start talking up your event!
- Be on the lookout! USRowing will be sending bulk packets with materials for each participant

JUNE - NLTR DAY IS JUNE 4!

- The week before the event: Confirm coaches, volunteers and other logistical details. Make sure you are checking the weather and developing alternative weather plans if needed. Remember to prepare the packets and registration materials for your event

SHOW US YOUR DAY!

- Send photos and videos of your event as well as follow along on social media to media@usrowing.org and make sure to stay connected throughout the day!