



Hospital Partners Donation Announcement Event Planning Task List			
Task	Responsible Party	Notes	Date Completed
Planning (4-8 weeks prior to event)			
Make the event relevant to donation	Hospital	Does the event relate to what the Kohl's donation will support?	
Make the event visually appealing	Hospital	How can we show the public the impact this donation has on children, the hospital and the community? What activities can event attendees participate in?	
Make the event newsworthy	Hospital	What current events/news topics relate to the event or to children's health and education initiatives? How does this event positively affect the people in your community?	
Determine date/site	Hospital	Are there any existing hospital events coming up that are open to the public and would work well to announce the donation? What other community events are scheduled for your event date - are there any conflicts?	
Donation announcement approval	Hospital/Kohl's	Submit completed event form to Kohl's (KCHospitalPR@kohls.com) at least 4 weeks prior to the event to receive event approval before moving forward.	
Send out invitations	Hospital	Are there any local dignitaries that could make a public appearance at the event?	
Volunteers	Hospital/Kohl's	Along with hospital volunteers, work with your local store manager(s) to organize Kohl's Associates in Action participation at the event.	
Order giveaways, event supplies, and promotional materials	Hospital	What type of things will you need at the event? Will you offer refreshments?	
Event Logistics (2-3 weeks prior to event)			
Secure a photographer	Hospital	Make a list of event visuals to ensure the photographer gets the shots you want.	
Promote the event	Hospital	Plan and execute marketing tactics such as posters, hospital emails, website postings, etc.	

Follow up and confirm attendance of any local celebrities or dignitaries	Hospital	Make follow-up calls and create attendee list.	
Create press release and media alert; send to Kohl's PR agency partner CKPR for approval	Hospital/CKPR	Upon approval of your event, CKPR will make initial outreach to you. Work with CKPR to ensure all important information is included and accurate.	
Order oversized check	Hospital/CKPR	After event is approved by Kohl's, hospital can verify with CKPR that oversized check is ordered and donation amount will be verified for accuracy.	
Develop post-event press release	Hospital/CKPR	Hospital partner should write press release (leaving placeholders for TBD information) and send to CKPR for review. Make sure language is past tense, call out visuals, number of attendees, overall success, any special attendees.	
Prepare volunteers	Hospital	Create a list of event responsibilities and designate specific volunteers to each task; notify volunteers of arrival time.	
Event Logistics (1 week prior to event)			
Distribute key talking points	CKPR	CKPR will send local Kohl's representatives key talking points for the event.	
Confirm Kohl's attendance	CKPR	Communicate the names of Kohl's representatives slated to speak at the event to the hospital partner.	
Distribute press release and/or media alert	Hospital	Distribute approved press materials; follow up and confirm any media attendance.	
Post-Event Logistics			
Finalize and distribute post-event press release	Hospital	Add missing information, select appropriate photos, create caption for photos and distribute to the media the first business day after the event.	
Submit Evaluation Form	Hospital	Complete evaluation form and submit to KCHospitalPR@kohls.com and tlawlor@c-k.com within one week of event. Include photos.	
Post Event Photos Online	Hospital	Post an event recap and photos on your hospital Web site.	
Track media coverage, Hospital Publication	Hospital	Email any coverage received in local media outlets or hospital materials (e.g. hospital website, newsletters) to KCHospitalPR@kohls.com and CKPR contacts.	