



Events Checklist

Please use this check list as your organization and local partners are curating activations in your communities.

Ways to take action and to amplify key project milestones & generally elevate the positive storytelling of clean energy deployment:

1. Host a check presentation, ribbon cutting, or other project-based celebration and invite your member of Congress to attend.
2. Invite a member of Congress or their staff to a site visit or roundtable during recess periods.
3. Plan any upcoming press announcements around these days and highlight them for media and congressional outreach.
4. Pitch or publish communications assets such as: a Press Release, Letter to the Editor/OpEd, series of social media posts or blog posts, other owned media assets like a case study, fact sheet, etc.

Lilette Advisors is here to help. Below is a high level checklist that can be adapted for use in the above scenarios and include ideas from a simple social post to a more complex event for a Member of Congress.

If you have any questions or would like assistance identifying points of contact for your members of Congress, drafting invitation language, or setting up an event, please contact us by emailing builders@liletteadvisors.com.



Communications & Activations Checklist:

Consider the following guide to a successful event or activation to highlight your organization and work.

- ☐ Anchor your moment
 - Identify a project milestone (e.g., installation, launch, funding award, completion) that can serve as the hook for a communications asset or local activation.
- ☐ Determine the right communications approach
 - If capacity is limited, consider a package of communications assets (social posts, blog, newsletter, op-ed, etc.) tied to the milestone that can be distributed to different audiences.
 - Lilette Advisors can support drafting, design, and strategic placement to maximize visibility and impact.
- ☐ Plan a milestone-driven event (as appropriate)
 - Assess whether the milestone lends itself to an in-person or virtual event.
 - Identify priority attendees and participants, focusing first on those closest to the project and its impact.
 - Consider including other Builders Network members who have a local footprint and/or serve as partners/stakeholders on the project.
 - Coordinate schedules and establish a tentative date/time that works best for these core stakeholders.
- ☐ Develop event structure and messaging
 - Draft a “Run of Show” (a time-stamped agenda to share with all participants).
 - Align speakers and remarks around key themes: local impact, community benefit, and forward momentum.
- ☐ Engage partners and stakeholders
 - Share event goals and details with Lilette Advisors. We can help refine messaging, draft invitations, and ensure alignment across participants.
- ☐ Center local voices and storytellers
 - Identify and prep local champions to serve as spokespeople. This could include:
 - Organizational leadership or staff
 - Beneficiaries or community members directly impacted
 - Contractors, installers, or small business partners
 - Work with these individuals in advance to shape clear, compelling messages that highlight local impact and broader significance, and complement one another’s remarks.
 - Lilette Advisors can assist in drafting specific talking points for each spokesperson.
- ☐ Evaluate press opportunities
 - Consider a press component to extend reach.
 - Lilette Advisors can support drafting, editing, and publishing Media Advisories, outreach, and messaging, as well as building relevant media lists.
- ☐ Consider external engagement opportunities
 - Where appropriate, explore opportunities to invite a Member of Congress or other elected officials to participate. Lilette Advisors can assist in pulling contacts, drafting invitations, etc.
 - This should complement, not drive, the event’s purpose of highlighting local impact.
 - If elected participation is confirmed, coordinate logistics and messaging accordingly.



- ☐ Capture and amplify the moment
 - Assign someone to capture high-quality photos and/or video.
 - Plan for real-time and post-event content (social media, blog, newsletter, etc.), regardless of press involvement.
- ☐ Post-event follow-up
 - Share recap content highlighting key moments and voices. This can be done as a press release to follow the event, or an 'In Case You Missed It' (ICYMI) press asset that follows a press release if one was sent out during/immediately following the event.
 - Send thank-you notes to participants and partners.
 - Post on social media, tagging key local officials or partners.
 - Lilette Advisors can assist with follow-up communications, including social content, blog posts, or a press recap.