



NATIONAL ALL STAR CHEER & DANCE DAY 2020 PRE-EVENT CHECKLIST

- ❖ **Determine if you will host an in-person or virtual event.**
- ❖ **Confirm** - date, time, and location of event.
- ❖ **Plan activities that will be offered and create a schedule for your celebration** - your event can be as basic or as elaborate as you want, the key is FUN! Things to consider include:
 - If in-person:
 - ❖ Are you serving snacks, or drinks or any sort?
 - ❖ Are you planning games or other organized activities?
 - ❖ Are you implementing any giveaways or prize drawings?
 - ❖ Do you plan to have music throughout your celebration?
 - ❖ Are you tying special guests from the Community into your celebration?
 - ❖ How much time are you allotting to teach the official dance, and what are your plans to gather great pictures and videos to share your NASCDD? Don't forget to share your experience using #NASCDD.
 - If virtual:
 - ❖ Are you planning on gathering participants to celebrate together? If so, determine the virtual platform you will be using, how you will invite participants, and how they access your virtual celebration.
 - ❖ Schedule your timeline for fun games/activities, teaching the dance, and capturing great screenshots and recording to share.
 - ❖ If you are unable to offer a "live" virtual event, brainstorm virtual activities that your participants can complete on their own and post to social media. *IDEA: who choreographs the best freestyle section of the official NASCDD Dance?*
- **Confirm your staff for the event** - make sure all of your key staff know their role in creating an amazing NASCDD.
- **Download and customize the official NASCDD flyer** – get the word out by promoting on your social media, create sharing contests among your athletes, post to community boards, announce in local newspapers, share with schools and other community organizations.
- **Learn the official NASCDD routine** - have your staff and older athletes who might be helpers learn the choreography so they are ready to teach on the event day.
- **Download the official NASCDD music.**
- **Determine how to gather contact information for each guest** - so you can follow up with them after the event.
- **Consider a takeaway item for each guest** – potential new athletes are going to have so much FUN they will be excited to come back! Ideas include:
 - ❖ A coupon for a free tumbling class or an invitation to watch and/or participate in a practice.
 - ❖ Be prepared to tell them when to come back to try your product!
- **Begin developing Post-Event strategies for success.**