Planning a Ground Breaking Event

To plan your ground breaking event effectively consider each of the following:

Event Objectives

Event Timeline

Event Floor Plan

Marketing Communications Plan

Catering

Staffing

Invite List

Marketing Communications – Materials Needed

Media Invites and Press Release

Flyers

Newsletter Announcement

Email – Constant Contact, MailChimp etc.

Facebook Ads

Invitations (Personalized/General)

Program of the Event

Available to distribute at the event: copies of Latest Newsletter/General Library Brochure/Annual Report/Fundraising Materials

Invite List

Library Patrons/General Public

Donors/ Potential Donors

Council Representatives
Local Businesses
Chamber of Commerce
Volunteers
Media
Staff