



Summer Free Fishing Weekend Simple Event Planning Timeline & Checklist

Coordinating a Summer Free Fishing Weekend event can be very easy, especially if you follow this simple planning timeline and checklist.

Note: Much of the content of this timeline and checklist are courtesy of the Developing a Youth Fishing Program guidance document through Mid-Michigan Steelheaders.

Two Months Prior

1. Site Selection

- Determine the location of your event/activity.
- Determine whether your desired location is available for your desired date.
- Consider jurisdiction and availability on the date selected. Inquire about potential site conflicts.
- Consider use fees, need for special permits and special liability insurance.
- If not familiar with the fishing opportunities on site, conduct a site visit and gather appropriate information.

2. Solicit Partnerships

- Identify potential community partners who may share common goals about fishing.
- Draft and send letters (or refer to the Summer Free Fishing Weekend – Sponsorship Obtainment handout) to appeal to these potential partners

3. Planning

- If working with partners, coordinate a meeting that allows you begin the official planning of your Free Fishing Weekend event.
- Determine what you'd like to accomplish through your event/activity.
- Identify/finalize event/activity date and time.
- Discuss budget needs and how you will obtain contributions/sponsorships.
- Identify liability issues and insurance needs.
- Begin thinking about recruitment and/or marketing efforts to encourage local participation in actual event/activity.

4. Budget

- Will you have give-away items?
- Will you be printing anything?
- Will you be mailing anything?
- Will you have snacks and/or beverages?

- How many participants do you intend to have?
- Do you need liability insurance?

5. Miscellaneous

- Determine if you need to obtain a special use permit required by fishing site jurisdictions.
- Begin recruitment of volunteers/staff to help with the implementation of the event/activity.

One Month Prior

1. Planning

- Continue to meet with your partners (if applicable) to iron out details of the event/activity.
- Continue solicitations for funding support.
- Continue recruitment of volunteers.
- Begin process of obtaining liability insurance if existing policy is inadequate.
- Submit Special Use Permit applications if required for any or all of the sites.
- Begin collecting items for give-aways and/or general distribution (if applicable).

Two Weeks Prior

1. Miscellaneous

- Issue a media release about 10 days before event.
- Organize give-aways for participants (if applicable).

One Week Prior

1. Miscellaneous

- Send volunteers reminder, task assignment, and driving instructions.
- Contact news media by phone and email reminding them of the upcoming workshop and share another copy of the media release.
- Obtain bait if necessary.

One Day Prior

1. Miscellaneous

- Make sure signs for parking and are ready to be posted, if necessary.
- Have snacks ready and drinks in coolers if available.