

***Innocent and Executed* Event Planning Guide**

So you want to do a public education event based on *Innocent and Executed: Four Chapters in the Life of America's Death Penalty*. How do you get started?

First, decide upon your speaker or speakers. For some events the speaker might be the executive director or board chairperson of your state affiliate. Other possible speakers include death row exonerees, murder victims' family members who oppose the death penalty, law professors who specialize in the death penalty and lawyers who handle death penalty appeals. NCADP can help you find a speaker.

Second, pick a time and a place for your event. Make sure your location is appropriate for the audience you think you can turn out. For a small event you wouldn't want to choose a school auditorium when a person's living room might work.

Third, make sure you have enough copies of *Innocent and Executed: Four Chapters in the Life of America's Death Penalty*. NCADP will provide as many copies as you need.

Fourth, publicize your event. Use the flier in this packet to announce the event in church/temple bulletins, libraries, social justice organizations, coffee houses and so on. Don't forget your local media – newspapers, email announcements to social justice listservs, college media, etc.

Fifth, the day before your event, make sure you have enough copies of the materials you will need:

- Sign-in sheets (for capturing contact information of those who attend)
- Innocence fact sheet
- Sample letters-to-the-editor and op-eds

Sixth, once your event is over follow up with attendees. Thank them for attending and make sure their email addresses are added to your affiliate's membership listserv.