

PINKFRIDAY

# EVENT GUIDE & SUPPLIES CHECKLIST

Use this checklist to make sure you have everything ready for Pink Friday!

# SUPPORTSMALLFIRST

# EVENT STEP BY STEP GUIDE

## PINK FRIDAY EVENT STEP BY STEP GUIDE

- ☐ For Pop-Ups, In-Store Events, and Online Events

### PLAN & PREP

- ☐ Pick Your Event Type: Decide if you're hosting in-store, online, pop-up, or a hybrid.
- ☐ Set Your Goals: Are you aiming for higher sales, new customer acquisition, community buzz, or all three?
- ☐ Plan Promotions: Decide if you'll offer special products, bundles, or experiences (Pink Friday isn't about deep discounts, but value-adds are welcome).
- ☐ Assign Roles: Who's handling setup, social media, checkout, and customer engagement?

### MARKETING & PROMOTION

- ☐ Join the #SupportSmallFirst Map: Make sure your store is listed so shoppers can find you.
- ☐ Update Website: Add Pink Friday banners, product features, or landing page
- ☐ Create a Social Media Plan:
  - Schedule teaser posts (at least 2 weeks in advance)
  - Share behind-the-scenes prep
  - Go live the day of the event
  - Use hashtags #PinkFriday and #SupportSmallFirst
- ☐ Email Campaign: Send at least 2-3 emails: "Save the Date," "What's Happening at Our Store," and "Today's the Day!"
- ☐ Media Kit Use: Download and use Pink Friday graphics, signage, and templates for consistency.

### PRESS & MEDIA OUTREACH (SEND AT LEAST 3 PRESS RELEASES BEFORE THE EVENT)

#### \*See Press Release Sample Guide in your Pink Friday Media Kit\*

- ☐ Press Release #1 (Announce the Event): Send in August/early September — introduce Pink Friday, explain what it is, why it matters, and how local businesses are participating.
- ☐ Press Release #2 (Build Momentum): Send in early October — share stories of participating businesses, community involvement, and any special collaborations (like Heart on Main Street donation).
- ☐ Press Release #3 (Final Push): Send 2 weeks before the event — focus on "This is happening soon!" urgency, list local participating businesses, and invite shoppers to join.
- ☐ Reminder Email to Media Outlets: Send the week of the event — include press release highlights, updated participant numbers, and photo opportunities for coverage.
  - Keep a spreadsheet of all contacts at newspapers, radio stations, and TV networks — note when each press release is sent and if they respond.
  - Include high-res photos, Pink Friday logo, and a link to the national press page in every press release to make it "plug and play" for reporters.

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## MERCHANDISING & SETUP (IN-STORE & POP-UP)

- ☐ Use your Vista Print Discount to print your branded PF signage (Boutique Hub member discount)
- ☐ Highlight "Pink" Touches: Balloons, tablecloths, signage, or pink ribbon to tie into the theme
- ☐ Feature New Arrivals & Best Sellers: Put them front and center.
- ☐ Create Giftable Bundles: Make shopping easy with pre-wrapped or ready-to-gift sets.
- ☐ Signage: Price tags, product stories, and Pink Friday messaging visible everywhere.
- ☐ Photo Area: A selfie wall or photo-friendly spot to encourage social sharing

## OPERATIONS & STAFFING

- ☐ Inventory Check: Make sure you have enough stock for featured items.
- ☐ POS Prep: Ensure your register or checkout system is ready, with any discounts or promotions programmed.
- ☐ Staff Training: Make sure staff know the event details, talking points, and upsell opportunities.
- ☐ Backup Supplies: Bags, tissue, receipt paper, business cards, gift cards.

## ENGAGEMENT & CUSTOMER EXPERIENCE

- ☐ Interactive Element: Raffles, giveaways, or spin-the-wheel to win prizes.
- ☐ Treats & Refreshments: Snacks, drinks, or sweets to create a welcoming vibe.
- ☐ Personal Touches: Handwritten thank-you notes in bags or post-purchase follow-up emails.
- ☐ Collect Customer Info: Capture emails and phone numbers for future marketing.

## ONLINE EVENT-SPECIFIC TASKS

- ☐ Website Merchandising: Curate a Pink Friday collection page.
- ☐ Live Shopping: Schedule a Facebook or Instagram Live event.
- ☐ Digital Exclusives: Offer limited-time products or bundles only available online.
- ☐ Easy Checkout: Test your site for mobile-friendliness and fast checkout.

## FOLLOW-UP & POST-EVENT

- ☐ Thank Customers: Send thank-you emails or post on social media.
- ☐ Share Highlights: Post event photos, customer selfies, or behind-the-scenes videos.
- ☐ Track Results: Sales numbers, new customer sign-ups, social engagement.
- ☐ Evaluate & Plan for Next Year: What worked? What would you do differently?

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# SUPPLIES CHECKLIST

## LAYOUT PLAN

- ☐ Map of layout for set up

## DECOR

- ☐ Props
- ☐ Wall decorations
- ☐ Shelving
- ☐ Booth Walls
- ☐ Flooring
- ☐ Music
- ☐ Tables & Chairs
- ☐ Coverings

## PROMOTIONAL/MARKETING ITEMS

- ☐ Business cards
- ☐ Line sheets
- ☐ Order forms
- ☐ Receipts
- ☐ VIP/Email Sign up forms
- ☐ "Find us Here" - social media cards
- ☐ Giveaway items

## SIGNAGE

- ☐ Specials
- ☐ Payment options
- ☐ Incentives

## SUPPLIES

- ☐ Pens + Sharpie
- ☐ Stick pins
- ☐ Tape - scotch, duct, double-sided, masking
- ☐ Zip ties
- ☐ Hangers
- ☐ Additional labels
- ☐ Alligator clips or clothespins
- ☐ Box Cutter
- ☐ Clipboards - work great for signage too
- ☐ Screwdriver or drill for setting up

- ☐ Hammer
- ☐ Stapler and staples
- ☐ Extension Cords and power strip
- ☐ Step ladder
- ☐ Tacks
- ☐ Hot glue gun, glue dots, or other adhesive + Velcro
- ☐ Lights and bulbs
- ☐ Hooks or other hangers
- ☐ Portable charger/backup battery
- ☐ Scissors
- ☐ Rope, twine, or fishing line
- ☐ Trash can and liners
- ☐ Broom/dustpan or small vacuum

## MISCELLANEOUS ITEMS

- ☐ Shopping bags
- ☐ Kleenex
- ☐ Wet wipes
- ☐ Calculator
- ☐ Snacks/water bottle
- ☐ First aid kit
- ☐ Starting cash
- ☐ Hand sanitizer
- ☐ Notebook
- ☐ Chapstick and lotion
- ☐ Bags
- ☐ Lockbox

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