Juneteenth Planning Checklist

Event Details

Event Name: _____ **Date:** Thursday, June 19, 2025 **Time:** _____ **Location:** _____ **Host/Organizer:** _____ **Type of Celebration:**

- ☐ Community Event
- ☐ Church Celebration
- ☐ Educational/School Event
- ☐ Family Reunion/Cookout
- ☐ Business/Nonprofit Event

Essential Flyer Elements Checklist

Must-Have Information

- ☐ Clear event title identifying it as a Juneteenth celebration
- ☐ Complete date (Thursday, June 19, 2025)
- ☐ Specific start and end time
- ☐ Full address with directions/landmarks if needed
- ☐ Brief description of activities/purpose
- ☐ Host/organizer name
- ☐ Contact information (phone, email, website)
- ☐ RSVP details (if applicable)
- ☐ Admission information (free, ticket prices, registration)

Cultural & Historical Elements

- ☐ Brief Juneteenth historical reference
- ☐ Traditional colors incorporated (red, blue, black, green)
- ☐ Culturally appropriate imagery
- ☐ Respectful language and tone
- ☐ Educational component

Design Elements

- ☐ Clear information hierarchy
- ☐ Readable typography (minimum 10pt for print)
- ☐ Sufficient contrast between text and background
- ☐ Strategic use of whitespace
- ☐ Balanced composition
- ☐ High-quality images (min. 300dpi for print)

- ☐ Consistent font selection (2-3 fonts maximum)

Celebration-Specific Elements

Community Event

- ☐ List of activities/performances
- ☐ Map or clear directions to public location
- ☐ Amenities available (restrooms, water, shade)
- ☐ Rain date or alternative plans
- ☐ Accessibility information
- ☐ Sponsorship acknowledgments
- ☐ Website/social media for updates

Church Celebration

- ☐ Type of service/program
- ☐ Featured speakers/musicians
- ☐ Scriptural references
- ☐ Fellowship activities
- ☐ Dress code (if applicable)
- ☐ Child care availability
- ☐ Congregation/denomination information

Educational/School Event

- ☐ Age-appropriate language and imagery
- ☐ Learning objectives or outcomes
- ☐ Educational activities detailed
- ☐ Materials students should bring
- ☐ Parent/guardian information
- ☐ School or institution branding
- ☐ Educational resources mentioned

Family Reunion/Cookout

- ☐ Family-specific information
- ☐ Food and beverage details
- ☐ Items guests should bring
- ☐ Activities for different age groups
- ☐ Family photo information
- ☐ Accommodation suggestions for traveling family
- ☐ Family contact information

Business/Nonprofit Event

- ☐ Professional imagery and language
- ☐ Organization branding elements
- ☐ Business purpose/goal of event
- ☐ Target audience clearly identified
- ☐ Professional networking opportunities
- ☐ Registration/RSVP requirements
- ☐ Follow-up information

Color Guide

Traditional Juneteenth Colors

Color	Symbolism	HEX	RGB	CMYK
Red	Bloodshed, sacrifice, strength	🔴 #E71D36	231, 29, 54	0, 87, 77, 9
Black	People, resilience, strength	⚫ #161616	22, 22, 22	0, 0, 0, 91
Green	Growth, fertility, renewal	🟢 #34A853	52, 168, 83	69, 0, 51, 34
Gold/Yellow	Prosperity, hope, optimism	🟡 #FFBD00	255, 189, 0	0, 26, 100, 0
Blue	Determination, American identity	🔵 #1565C0	21, 101, 192	89, 47, 0, 25
White	Purity, freedom	⚪ #FFFFFF	255, 255, 255	0, 0, 0, 0

Color Combination Suggestions

- Red text on white background with blue accents
- White text on red background with black borders
- Black text on light gold background with red accents
- Red and blue elements with black text and green accents

Design Templates & Quick Text

Headline Options

- "Celebrate Freedom: Juneteenth 2025"
- "Juneteenth Celebration: Honoring Our History"
- "Freedom Day: Juneteenth Community Celebration"
- "Juneteenth 2025: A Celebration of Liberation"
- "Remember, Reflect, Rejoice: Juneteenth 2025"

Historical References (Choose One)

- "Commemorating June 19, 1865 - When freedom finally reached all Americans"
- "Honoring the day when enslaved people in Texas finally learned of their freedom"

- "Celebrating 160 years of freedom since Juneteenth 1865"

- "Remembering our ancestors' journey from slavery to freedom"

Call-to-Action Phrases

- "Join us as we honor history and celebrate freedom"

- "Come together to commemorate this important day"

- "Celebrate with us as we honor our shared heritage"

- "Be part of this historic celebration"

- "Stand together as we remember, reflect, and rejoice"

Distribution Timeline & Checklist

30 Days Before (NOW)

☐ Create digital flyer versions (JPG, PNG, PDF)
☐ Set up Facebook Event page with flyer as cover image
☐ Share initial social media posts
☐ Identify physical distribution locations
☐ Print first batch of flyers (50-100)

21 Days Before

☐ Send email announcement with flyer attached
☐ Post in relevant community groups/forums
☐ Begin physical distribution to high-traffic locations
☐ Submit to local event calendars
☐ Add to organization websites/newsletters

14 Days Before

☐ Post social media reminders with updated information
☐ Send follow-up emails to key contacts
☐ Distribute second batch of flyers
☐ Check and replenish flyers at key locations
☐ Share with local religious/community leaders

7 Days Before

☐ Final push across all social media channels
☐ "One week away" email reminder
☐ Final round of physical distribution
☐ Radio/local media announcements (if applicable)
☐ Distribute to day-of venues and gathering places

3 Days Before

- ☐ "Last chance" urgent messaging
- ☐ Text message reminders to confirmed attendees
- ☐ Final social media countdown posts
- ☐ Hand-to-hand distribution at strategic locations
- ☐ Confirm all online listings are accurate and updated

Key Distribution Locations

Digital Channels

- ☐ Facebook, Instagram, Twitter
- ☐ Community group pages & forums
- ☐ Local event websites/calendars
- ☐ Organization email lists
- ☐ WhatsApp/text groups
- ☐ Nextdoor neighborhood app
- ☐ Local news sites

Physical Locations

- ☐ Community centers
- ☐ Libraries
- ☐ Churches/religious centers
- ☐ Black-owned businesses
- ☐ Schools/educational institutions
- ☐ Grocery stores/supermarkets
- ☐ Coffee shops & restaurants
- ☐ Recreation centers
- ☐ Barbershops & salons
- ☐ Government buildings

Last-Minute Emergency Checklist

If you're creating your flyer with very limited time:

- ☐ Start with a pre-designed template
- ☐ Focus on the 6 essential elements:
  - Event name as Juneteenth celebration
  - Date and time
  - Location
  - Brief purpose

- Organizer name

- Contact information

☐ Include one historical reference sentence

☐ Use red as your primary color

☐ Include one high-quality, culturally appropriate image

☐ Create both print (PDF) and digital (JPG, PNG) versions

☐ Prioritize digital distribution for immediate reach

☐ Focus physical distribution on 3-5 highest-traffic locations

☐ Create a simple text version for quick sharing via text/email

☐ Add QR code linking to more complete information online

Resources & References

Historical References

- National Museum of African American History & Culture: https://nmaahc.si.edu/juneteenth

- Juneteenth.com: https://juneteenth.com

- National Archives - Emancipation Proclamation: https://www.archives.gov/exhibits/featured-documents/emancipation-proclamation

Design Resources

- Juneteenth Flag Information: https://juneteenth.com/flag/

- Pan-African Colors Guide: https://www.britannica.com/topic/Pan-Africanism

- Cultural Design Guidelines: https://designwiz.com/events/juneteenth-flyers-guide/

Social Media Hashtags

- #Juneteenth2025

- #JuneteenthCelebration

- #FreedomDay

- #Juneteenth

- #BlackFreedom

- #Emancipation

- #JuneteenthHistory

- #CelebrateJuneteenth

Notes & Planning

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