

We want to incorporate local knowledge, skills, and issues, and leverage local assets like public spaces—including our space (indoors and outdoors), and local people, institutions, and businesses to create powerful partnerships.

We want this guide to be helpful and instructive, not restrictive. We are grateful for your leadership and want both the planning and the experience of events to be positive.

### **First step – Build a planning team!**

- When forming a team – consider the optics (race, gender, age) and make sure it includes people who represent the communities you are inviting. Your team tells a story!
- Invite based on self-interest (think intentionally – why would this person want to be a part of this team?)
- Are stakeholders on the planning team?
- Set goals --
  - How many people would you like at the event? –Turnout Goal?
  - Invitation—why is this opportunity important, how is it connected to the bigger vision?
  - Turn-out/Invitation responsibilities (how many people/invitations is each person taking responsibility for enrolling?)
- How is the event and engagement/volunteer opportunities advertised internally/externally?

### **Step two – Consider these lenses together, come to shared understanding, and design a plan!**

#### **Racial Equity Lens – *Focus on root causes & outcomes, centers impacted communities in decision making***

- Are people of color and those most adversely affected by relevant issues engaged and empowered in the development and implementation of your event?
- How can you highlight the values of diversity, equity and inclusion?
- How can this event create connections and unity across different racial groups and issue interests?
- In what ways can stakeholders engage in collective learning about racial inequities and other relevant dynamics?
- For outside vendors –
  - How can we center and showcase low-income and people of color led organizations/businesses?
  - Are outside vendors value aligned?
- What outcomes we are trying to produce?

#### **Place-based and neighborhood lens –**

- Who are the community institutions/resources people we should connect with?
- How can this event be about meeting more neighbors? Businesses and people?

**Unlikely relationships – *Community isn't just in the place, it's in our relationships. How do we make it easier for people who wouldn't otherwise know each other to communicate, share their lives, and create together?***

- How do we use the event to create a container for unlikely relationships?

### **Step 3 – Consider the logistics**

#### **Demographic Concerns –**

##### *Families with children*

- Naptime/Childcare
- Participation and activities for all ages
- Changing tables for babies

##### *Language access*

- Interpretation – English? Spanish? ASL?
- Translation of written materials

#### *Accessibility*

- Signage for accessible entrances clearly visible
- Adequate seating
- For outside events –
  - Leave ramps not blocked from sidewalk
  - Ensure there is shade/cooling stations
- Accessibility instructions written out and clearly communicated

#### **Publicity and Invitation Materials**

- What language is needed?
- What outdoor signage do we need?
- Flyers –
  - Content
  - Who will create them?
  - By when on printing?
- Facebook events
- E-news
- Website

#### **Publicity and Invitation Materials Continued...**

- What local business can we advertise with? Receive sponsorship from?

#### **Invitation and Turn-out**

- What training/support does the team need?
- In what forms will invitation take place?
  - How far in advance?
  - How many?
  - What materials need translation?
- What specific communities will we target?
- What are turn-out goals? How many invitations do we need to extend to reach these numbers?
- How will we track at the event how many people attended? Contact information for follow-up.

#### **Volunteers --**

- Communication of opportunity in advance
- Plan for meaningful engagement & positive experience –
  - Roles clearly defined
  - Instructions clearly communicated
  - Make clear Start time / end time for volunteers
  - Orientation
  - Volunteer Point person
  - Assign volunteers to a team (not doing tasks alone when possible)
  - Recognition and celebration
- Volunteer groups –.

#### **Food**

- Are there local caterers we can use? Or people in the community who want to contribute food?

- Catering is a way we can financially support people. Consider the who is making money? It is a small business vs a large corporation?
  - Are there locally produced or fair-trade options?
- Diverse food choices –
  - Vegetarian, Vegan options/other restrictions/concerns
  - Variety of cultures represented
  - Are there locally produced or fair-trade options?
- Diverse food choices –
  - Vegetarian, Vegan options/other restrictions/concerns
  - Variety of cultures represented

### **Environmental/Sustainability concerns**

- Do we want to offer composting?
- Eco-friendly products—plates, utensils, etc
- Single-stream recycling with clear signage

### **Setup/Clean Up**

- Teams/volunteers for set up/clean up
- What number is enough people?
- Who is the point person to oversee the process
- How to's: where do things get returned, how do things get cleaned up
- Pictures/maps drawn out
- Recycling & trash put in proper bins
- Cleaning supplies pre-set out

### **Welcome/Registration**

- Signage
- How can we capture contact info and attendance?
- Name tags?
- Greeters assigned
- Agenda of the day— easily accessible, displayed, with informed greeters
- Do we solicit donations?
- Print materials for next event & engagement opportunities
- Follow-up plan—including Thank you's

### **Space Use**

- Fee or Free?
- Are their permit needs?
- Signage for bathroom
- Childcare?
- Space Usage Materials needed?
- AV needs?

### **Material Needs**

- Who is ordering supplies?
- From what budget?
- Quantity—needs list
- First Aid Kit Present

- Can we get donations or sponsors?

#### **For outside Events –**

- Do we need a permit for the event?
- What's the public transit?
- *Rain/Weather Contingency Plans*
  - Do we downsize? What changes?
  - How to communicate decision and when do we make a call?
  - Cancelled? Postponed? Moved inside?
  - What aspects go where?
  - Alternative date?

#### **Off-site Events**

- Are there Elevators, accessible doorways, & restrooms
- Is it reachable by public transit?