

HOW TO: run an event



Running an event is a great way to spread awareness about your campaign to repower your school, build momentum and get others on board. Here are some tips for how to run an effective event to repower your school!

STEP 1: ORGANISING YOUR EVENT

There are 4 key things you need to decide on when you are organising your event:

Event Type: A stall at lunchtime raising awareness of your Repower campaign? A fundraiser to help you repower your school? A movie screening to educate your school about climate change? A concert to gather support? A presentation during assembly?

Date and Time: Think about other events that may be happening at your school, and make sure your dates don't clash.

Where: Will it be in a classroom? Outside in the quadrangle? In the gym? When you are planning your event, it's important to think about where your event will be and who you may need to talk to to book or get permission to use that space.

Target Audience: Your event may be aimed at getting students to support your repower campaign, or maybe getting the whole school on board. It's important to think about your target audience when you are designing your event as different types of events will appeal to different audiences.

STEP 2: PROMOTING YOUR EVENT

Here are some top tips for promoting your event:

- Make an event on Facebook and invite people along
- Get people posting on Twitter and Instagram about your event
- Put up posters and fliers at your school - on noticeboards, in classrooms, even on the back of toilet doors! A great free program to make posters is Canva - sign up at: www.canva.com
- Put a notice in your school newsletter or daily bulletin about your event.
- Send emails to Year Level coordinators to promote during assemblies, and make up fliers to pass around during home group time each day

STEP 3: PREPARATION

Before your event:

- Make sure you have all the resources and equipment you need
- Set out clear roles and tasks for all volunteers on the day
- Set up a space where people can sign up to volunteer this could be at a laptop or ipad station.
- Organise at least 2 people to take photos and update your social media on the day.

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EVENT CHECKLIST

- ☐ Set date and time
- ☐ Decide event type
- ☐ Organise permission from teachers
- ☐ Arrange all equipment needed for your event
- ☐ Develop promotion plan
- ☐ Put up posters and fliers
- ☐ Celebrate!