

HOW TO:



event logistics and recruitment

Events are an important tool to use to help us achieve action on climate change - from running social events for your environment team, events that help increase dedication of your team members by re-connecting them with the problem of climate change, and public events to raise awareness and bring more people in. This guide will help you to decide what kind of event to run, and when – then looking at how to keep a handle on the logistics needed to pull it off, and how best to make sure you get the turnout you need.

RUNNING TARGETED EVENTS

Depending on who your event is for, you're going to organise a different kind of event. Say you're organising a birthday party – what's your party going to look like? (people will say different types of parties like bowling or kids party... someone will ask/say 'who's the birthday for?') Exactly! So we need to think about who the event is targeted at, what type of event it is and how it achieves the intended purpose :)

THINK ABOUT YOUR ENVIRONMENT TEAM AT SCHOOL.

What kind of events do you run?

It could be things like

- Stall at lunchtime to get petition signatures from students
- Fundraiser for parents and teachers to fundraise for solar panels
- Movie screening to educate the school community about climate change
- Concert for senior students to gather support
- Presentation/workshop about Stop Adani campaign in assembly

Are all these events targeted at the same group of people? NO!
Let's take a closer look at the kind of audiences that we have with your school community.

DEFINING YOUR AUDIENCE

There are lots of different people you could target your event to at your school - like:

- Teachers
- Principal
- All students
- Senior or junior students
- School Council
- Student Leaders
- Environment team
- Parents
- Specific learning area ie Science department

What type of events would each audience respond to best? When you are brainstorming what type of event you want to run, **think about what motivates that audience, how would that event engage them and want them to support your campaign goal or action.**

LOGISTICS OF HOLDING AN EVENT - 25 MINS

Ok, so once you've decided what kind of event to run, you need to make it happen! That's about two things: logistics and people. Let's focus on the logistics first!

Goal setting - 5min

The first thing we need to do is figure out our goals, coz that lets us know what kind of logistics we need to figure out.

Your goals could include the things below:

- Number of people attending (40?)
- Number of volunteers to help out (5?)
- Number/Type/quality of speakers (one prominent speaker that will draw in the crowd, one speaker who will deliver the message we want – ie, an AYCC schools mentor)

Logistic categories - 10min

SAY: Now, the best way to make sure we have all the logistics covered, is to make a list. The best way to make a list is to work on categories. Some things to think about in each of the categories are below - but its best to do this activity with your team, and brainstorm things specific to your event!.

Venue	Booking the venue Does it have speakers and a projector? Is there space for tables and break out groups? Is there wifi?
Promotion	Online message board Posters Social media Do we need to put up signs on the night?
Food	Have we thought about dietary requirements? Packaging and waste Is there a kitchen for the food?
Activities	Speakers Games/get to know you activities Movie? Trivia? Resources like pens and paper Are we asking for a donation?
Volunteers	How many volunteers do we need, doing what roles? Who is bringing tshirts? Stall resources Sign up sheets for volunteers Have we organised a volunteer briefing?

Final logistics tips:

- After you have made a list of all the things to do, make sure you allocate tasks to different volunteers in your group and allocate deadlines to them so you all know when you need to have them done by.
- It's a good idea to categorise tasks as 'before the event', 'during the event' and 'after the event.'

RECRUITING FOR AN EVENT

There are lots of different ways to recruit people, and it's important to think about using a combination of these, in order to make sure you get all the people you want at your event! Some recruitment tactics include: social media messaging, face to face conversations, calling volunteers and supporters and poster advertising/online promotion.

Golden Rules of Recruitment:

- People should hear about an event 3 times (poster, sign up to an email list, get a call)
- Use social media to promote your event if it's targeted at young people
- Think about how you can use existing events or activities at school to recruit people ie. assembly, newsletter
- 1/10 people you talk to on the phone will come (100 people = 1000 calls made)
- For every 100 people who hear about the event 10 will be interested 1 will come (ie 100 face to face convos leads to 10 sign ups who are then called and 1 person comes)

So these numbers might seem big, but with a strong team of volunteers they are really achievable - that's why it's so important you build a strong team to help you pull off an awesome event!

FIVE TOP LESSONS FOR EVENT LOGISTICS AND RECRUITMENT:

Always start with defining your audience – are they teachers, students, school council, community members?

Set the event type and goals around that audience and be realistic with what you can manage

Make a really comprehensive list of the logistics tasks you need to do.

Set deadlines, delegate, and review your tasks regularly to stay on track

Use lots of different types of promotion and recruitment tactics in order to get people to come to your event. It's no use holding a perfectly organised event if no-one shows up!