



Event Organizing 101

No matter what kind of organizing event you're planning, some basic best practices for planning and execution apply. Use this guide as a checklist to think through the steps of your advocacy action. Then check out the other organizing guides to walk through specialized steps that apply to the specific action you're planning, such as a house meeting, blizzarding, or letters to the editor.

Before the event

- Choose a date, time, and location for your event, and a rough idea of how many people you would like to have attend.

Start recruiting for your event, keeping in mind that you should get commitments from about twice as many people as you'd like to attend (for example, if your attendance goal is 15 attendees, you should strive to get RSVPs from 30 people). This is based on typical show-up rates for events.

- Plan out the agenda for your event, and how long each part of the agenda will take.
- One rule of organizing is that every event you hold should lead to future action. Think about what action you want your event attendees to take after this event, and be ready to share the details with them at your event.
- Make a confirmation call to everyone who RSVPs and send them a reminder email.
- Day of event: Make sure you arrive early to your event location to get sign-in sheets ready and prepare the space.

During the event

- Make sure that your event or meeting space is welcoming and that the atmosphere you create is respectful and inclusive. **Remember that your volunteers will come for the issue, but they will stay, and return, because of you.**
- Ask every attendee to sign in using a sign-in form, and thank them for coming
- Follow the agenda you created
- Share the goals of the event with all attendees, and at the end of the event, report back on how the group did on achieving these goals.
- Take pictures, tweet and update Facebook and Instagram with stories, quotes, and fun anecdotes. We want everyone to know that folks across the state are getting involved in civic engagement.
- As your event draws to a close, sign all attendees up for the next action.



After the event

- Thank your guests for participating and confirm them for your next action (tip: use both a phone call and an email).
- Share your success! Report back to your organizer how the event went.
- Make sure the data from your event is sent to your organizer so that we can record their attendance in our database.
- Post photos, anecdotes and stories on social networks, so that you can share the link later with attendees, as well as those who didn't show.
- Call through those who didn't show and invite them to your next action.