SUCCESSFUL EVENTS/ ACTIONS

THINKING OUT OF THE BOX to build visibility, participation and impact.

Mini-Training for experienced and brand new organizers.
There’s a lot of work to be done to accomplish our Goals:

• **Make WILPF more visible**
• increase IMPACT on the issues we care about
• **Add CAPACITY** (recruiting new members)

Today we’ll talk about visibility and planning for success.
We said at the outset we’d look at how to...

• **Make WILPF more visible**

• **increase IMPACT on the issues we care about**

• **Add CAPACITY** (recruiting new members)
As we prepare for this year’s SOLIDARITY ACTIONS as well as for many years to come of leadership and meaningful impact, **these tips for making your actions and events more successful will bear fruit.**
• Make WILPF more visible

With
LOGO’d SIGNS
BANNERS
IDENTITY COLORS
Getting our name and our mission out in front is essential.

A Banner identifies our organization and cause, but may not be enough to show our solidarity.
Who are those women huddled up on that street corner holding signs about Ending War?
Who are THOSE women huddled up on that street corner holding signs about Ending War?

Wear the same coordinated color
Who are those women huddled up on that street corner holding signs about Ending War?

Wear WILPF Sashes
You can order SASHES for your branch and have one or two people bring them to actions…. so they don’t get lost or left at home.
Consider using our WILPF logo somewhere on EVERY sign, …not just your banner.

You can pre-print our logo in various sizes then glue them onto printed or home made signs.

Women’s International League For Peace & Freedom
www.wilpfus.org
EMPOWERING WOMEN LEADERS SINCE 1915

Women’s International League For Peace & Freedom
www.wilpfus.org

WOMEN’S RIGHTS ARE HUMAN RIGHTS.

Women’s International League for Peace & Freedom
www.wilpfus.org
or
LIKE
THIS

WILPF

Women’s International League For Peace & Freedom
www.wilpfus.org

WOMEN PEACE
Showing up on people’s radar FREQUENTLY in your community is important.

Being visibly present as WILPF is critical.

Including contact info is vital.

That means DOING things… and being SEEN doing them!
PLANNING for a successful ACTION should usually start at least 3 months in advance.

PLANNING for a successful EVENT should usually start at least 6 months – 1 year in advance.
Most WILPF branches plan actions and events no more than 2 months - 6 weeks in advance.
Reasons:

- too busy
- too overwhelmed
- ‘we only meet once a month’
- no helpers
In 2 months – 6 weeks
you can do no more than an adequate job …
repeating prior successes

• Involving the ‘usual suspects’
• Imploring the same cohort to do all the volunteer tasks
• Inviting your regular allies

But you won’t GROW the event or your capacity.
With more time you can accomplish much more.
Time...

We can do nothing beautiful without it.
Imagine what you could do with more time to plan…
You wouldn’t have to do it all alone.
More time to recruit people to help.
**Not just members!**
Develop a **planning committee**…

Then recruit friends, family, neighbors, and your members

to help plan just 1 EVENT
Ad Hoc EVENT Planning Committee Advantages:

1- You *broaden involvement* past your current members. *Recruit who you need.*

2- You can *make it much more diverse* than your current membership.
3- **Expanded capacity:** Your members can continue other branch work while this committee meets in the background.

4- **More focus:**
   This committee can meet more often than once a month – in fact as the event approaches they SHOULD be meeting very frequently to cement plans.
5- Diversified committee means broadened outreach, bigger appeal, more attendees.

Insist that each ad hoc event planning committee member invite and encourage 5-10 attendee groups.
6- You are depending on each committee member to use her own
   • Credibility
   • Reputation
   • Personal Network
   • Initiative
to invite NEW PEOPLE YOU DON’T KNOW… to hear about this issue and WILPF for the first time.
So…you take advantage of **new networks of people** to get to

…**MORE** than the ‘usual suspects’.

You can’t do that if you are using the same 3-5 people every time you do an event.

*You mostly all know the SAME people!*
How many people should be on your ad hoc committee?

It varies, but **7-12 people is a good base.**

_and what would that get you?_
It’s a numbers game.
If 7 people invite 20 people each,

7 committee members x 20 = 140 invitations

On top of however many invitations your other members make…
If each of the 7 committee members can get 5 of their friends to show up

7 X 5 friends = 35 people

who might not have attended – or even ever heard about WILPF!

Now 35 NEW people know about you!
If 12 committee people invite 20 people each that’s

12 committee members x 20
= 240 invitations

On top of your other member invitations…
If 5 out of 20 people invited attend,
That’s a lot of NEW people at your event.

7 members x 5 yes = 35 NEW attendees.

12 members x 5 = 60 NEW attendees.
Even if your attendance is LESS…

...think of the number of new people invited who will have HEARD of WILPF in your community!

That too is improved visibility.
A larger planning committee helps you spread the work:

- Media & Social Media Coordinator
- Co-Sponsorship Seeker
- Decorations Plans
- Signage Guru
- Speaker or Entertainment Coordinator
- Event Program Designer
- Internal Communications
- Food Planner
- Music/Arts Coordinator
- Event Treasurer
- SIGN Ups and FOLLOWup
Plan resources strategically,
A decorations person doesn’t need
 to be a WILPF member to arrange flowers.
Balance branch members with outsiders on your ad hoc event committee.

Use WILPF members for
• financial records,
• internal communications,
• media spokespeople,
• followup with attendees.
PRE-PROMOTION EVENT

The week before your action or event, lay the groundwork… with a pre-event that reminds people to save the date and attend.
Remember these gals?
Have them stand on the same street corner you’ll be on next week
to remind people to show up!
Distribute small ‘bookmark size’ HANDOUTS with all the details & your contact info. Be sure to add info on your meetings -- time/place/date.

These work great for pre-event publicity at meetings and other events leading up...
AT YOUR EVENT:
Designate an official greeter to chat up attendees and make sure they’ve signed in!
AT YOUR EVENT:
Designate one person to follow up
collect SIGN UP SHEETS and
communicate right away with
attendees.

Thanks for standing with us Friday!
Come to our next meeting - Two the 28th
at 7pm at the library

Hugo
It’s important to do
POST EVENT PLANNING too!

WILPF is not just a virtual organization …
Not a flash mob. Not just a 1-trick pony.

You want folks to sign on for a longer goal
and really stick with you to achieve it!

So that means being PREPARED to lead!
AT YOUR EVENT:
Be ready to announce the NEXT STEP people can take that you are leading.

- A Pizza & Postcard Party
- A candidate bird-dog training
- A lobbying visit training
- A visit to a legislator’s office
- A sign-making party with food & drinks
- Your next planning meeting

Use a handout with date/time/place of the next step action or event.
So when you decide to take on an ACTION or EVENT

Get your calendar out…

Plan a TIMELINE with PRE-Event work, DAY-OF Event work, and FOLLOWup Event work.
Decide up front what you hope to accomplish.
Make it detailed and realistic, so you can measure later how close you came to success.

What impact or change should this event aim at?

What is your attendance goal?
Are you trying to change minds?
Recruit members?
Is this an event worth doing?
Decide up front how you will measure success.

- Will you **use a survey** to gauge effectiveness?
  - How will you **manage Headcount**?
- **Did folks learn** what you set out to teach?
- What **followup ACTIONS** will come of this event?
- Do your committee members feel it was **a success**?
  - What could you have done better?
- **How many NEW people** heard about WILPF?
Plot roles and responsibilities and be clear about expectations

This will make it easier to recruit for the planning committee if they understand what you need.

Clarity of tasks helps them feel good when they meet their goals.

*Celebrate together every milestone reached!*
Once you have roles and timelines mapped out, **invite people to help who are good at what you need**, even if they are not (yet) members.

*Shirley from church is a great writer! And Jan from work is great at project management.*
Remember you are asking people to serve on a TEMPORARY Planning Committee… for 6-12 months.

If they decide to stay with WILPF that’s great, but they don’t HAVE to join to help on the planning committee.

Don’t be afraid to ask for what you need. You’ve got an important goal to reach.
Form a planning committee to turn over the nitty gritty details to… then meet with them regularly to check on their progress, help with any snags, assist to make them successful!

In other words…. Lead!
It’s up to you to create a work environment for them that’s fun, upbeat, and gives them the support they need to be successful. Keep reminding them of the big goal.

Big Payoff:
You don’t have to do things alone, and you’ll reach WAYYY more people than you would with just the usual 3-4 members working their butts off.
Don’t Work Alone…
and allow your committee to
THINK OUT OF THE BOX!

That’s another advantage of having a few new people on the committee who aren’t bogged down by ‘the way we’ve always done it’.
You’ve got the TIME to BE FLEXIBLE!

For music, *of COURSE* you can have the Raging Grannies sing…

but how about also a **spoken word artist or poet** who will bring in their own fan base and really change the dynamic and tone of the event!

Planning months ahead leaves room for the newest possibilities, the hottest talents, adding arts and music to appeal to new folks.
Planning Ahead also means you can attract funding for your event!

**Funders want to know** what you are planning, how your event will create impact, how you’ll measure success, and what new segments of the community will be participating partners.
LAYER your events to build on one another.

A protest distributes handouts with info about the DATE & TIME for a legislative visit, larger protest, Teach-In or bird dog training.

At that next step you invite people to a social gathering to learn more about WILPF.

After that you invite them to your meeting and then you ask them to join.
LAYERING events & actions only works when you are planning ahead.

It gives people more than one way to be involved.

JOIN as members
Stand with you at protests
Attend a Teach-In to learn more.

&

It demonstrates your commitment and momentum on an issue.
LAYERING events & actions recognizes that people are busy…

but if they really want to DO SOMETHING, WILPF is able to lead by organizing repetitive efforts that make a difference.

And we’re not just doing 1 thing then going away.
LAYERING events & actions also allows us to plan ahead sufficiently, so allies old and new can
  • find us,
  • figure out how to align,
  • help us connect in new ways with new demographics.
As we prepare for this year’s SOLIDARITY ACTIONS as well as leadership and impact for many years to come, these tips for making your actions and events more successful will bear fruit.

Onward
Together
Not One
Step Back!