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# How To Organize Community Events

Promoting  
Healthy Families - Healthy Communities



This booklet is to assist you and the community members to successfully organize and facilitate healthy events in your community.

The purpose of the event is to promote healthy lifestyles and encourage wellness in your community.

An activity that promotes health and wellness is an activity that prevents family violence.

## STEP 1- DETERMINE YOUR ACTIVITY

Sports Tournament  
Canoeing/Camping/Hiking Trips  
Community Traditional Feasts/Homecomings  
Marathons, Triathlons  
Dry Socials/Dances/Square Dancing/Jigging  
Music Festivals/Coffee House  
Church Functions (Jamborees)  
Talent Shows/Idol Contest/Pageants  
Family Movie Nights  
Legends/Story Telling Nights  
Arts/Crafts Nights  
Family Healthy Food Bingo  
Health Fairs/Career Fairs  
Teen Gatherings  
Elders Retreats  
Workshops on Healthy Lifestyles  
Focus Groups/Presentations  
Fishing Derbies  
Hunting Festivals  
Bannock and Tea Socials  
Poetry Reading  
Charitable Fundraisers (bake sales, auctions, raffle tickets, etc)  
Community Health Walks (to raise awareness of Breast Cancer, Diabetes, AIDS, Family Violence, FASD, or just for any health reason)

If you would like to seek further input from your community on what kinds of activities they would like to see, set up suggestion boxes at your band office, local community centre, youth group, church, etc. You might be surprised at your response and the ideas.

***The possibilities are endless!***

## STEP 7- AFTERWARDS

Don't forget to acknowledge and thank those who made it possible.

Send a personal card or letter of gratitude to all involved. Additionally, you may want to thank your sponsors/volunteers in another way by announcing your appreciation on the radio and/or submit it to your newspaper or community newsletter.

Have a follow-up meeting with your volunteers/staff to discuss any outstanding concerns from your event.

Keep all event records (receipts, costs, correspondence, etc) on file for organizing future community events.

A report of your event may be required to distribute or submit to your funders, sponsors, volunteers, staff.

Reflect on your event and ask yourself what you could have done differently, if any, and what your successes were.

***Give yourself a pat on the back! Good job!***

## STEP 6 - BEFORE YOUR EVENT

Keep detailed notes of everything that is happening, make a checklist including the tiniest of details.

Meet regularly with your volunteers every week prior to your event(s) and then more frequently as time draws near. Ensure that everyone is clear on their roles.

Reconfirm your locations, special visitors, guest speakers, etc. If you have designated an MC, provide that person with a schedule of activities, presentations, proper names of guests, sponsors, etc in the order that they will be announced.

If you would like your events to be covered by the media, contact them in advance to see if they would be available to take a picture. You can take a picture yourself and submit them to your local newspaper or you may want to send out a press release.

Ensure event set-up is complete if required. Make use of banners or displays to liven up your event with colour and to provide points of interest to your attendees.

Ensure your events are monitored by a designated contact person from start to finish.

Try to have all your details worked out the day PRIOR to the start of your event(s). You will need the day of the event(s) to focus on things that may go wrong or last minute weather or agenda changes.

Delegate! If you're feeling overwhelmed, assign certain tasks to your volunteers or staff. By doing this, you will be assured that it won't be missed.

***Stand back and watch your successful event unfold!***

## STEP 2 - GETTING STARTED

Seek input and support from your community leaders (Chief and Council), mental health workers, and other community workers.

Identify your target groups, talk to members of the community to ask what they would like to see happen, seek advice from fellow workers, visit your church, etc.

Establish why you are organizing such an event and ensure you are basing your events to reflect your purpose -promoting healthy activities.

Include age appropriate activities for children, youth, adults, and Elders.

Identify a list of key speakers, guests/special visitors, master of ceremonies, facilitator, etc.

Set goals and objectives.

Evaluate how much time you will need and develop a draft timetable to work with.

***Do some background research for your event. By knowing the history and purpose for your event, you will gain confidence in all your activities!***

### STEP 3 - IDENTIFY COMMUNITY RESOURCES

List all resources available to hold such events (volunteers, donations, funding).

Contact local businesses, companies for their contribution and/or donations to use as door prizes, give-a-ways, etc.

Identify location(s) for your events. Is the building or area large enough to meet your event needs?

Ensure that your events are “weather-proof”, have a back up location or rain date and ensure this information is advertised as well.

Ensure you have the right amount of staff/volunteers for the job: monitors, cooks, cleaners, security, ticket sales, etc.

If needed, form a planning committee to include individuals who represent different aspects of your community: youth groups, church, businesses, social services and potential funders.

### STEP 4 - SET A BUDGET

Think of fund raising activities you can do before your main event.

Draft a budget outlining all costs related directly and indirectly to your event.

#### Examples:

- Salaries
- Entertainment
- Hall Rental
- Advertising
- Mail Outs
- Materials (paper, photocopies)
- Miscellaneous (gas, gifts)
- Any associated costs arising from you event(s).
- Honorariums
- Permits (if needed)
- Food
- Promotional items
- Police Escorts (walk/rally)

### STEP 5- PLAN YOUR EVENT

Draft an agenda for your event.

If your event has a specific purpose, identify a theme or motto that can be incorporated into promotional materials (logo contest).

Once your schedule of events is finalized create a brochure of those events and make enough copies to distribute during your event.

Order free handouts and promotional give-a-ways well in advance.

Book your key speakers, facilitator, master of ceremonies in advance, ensuring you have this confirmed in writing.

Make sure your events are well advertised in advance using various media sources such as radio, newsletter, newspaper, or community television (if your community has it), bulletin board, webpage.

Visit your local radio station to personally announce your event and encourage everyone to come out.

Choose a quiet place and go over your whole event in your mind. Begin to list all the sundry items you would need for your event (speaker system wires, eating utensils, name tags, sports equipment, etc).

***Visualize!***

***Create a mental picture of how you want your event to turn out and work with it!***