

Creating an Event for Peace Day Philly



- * Define what is most exciting/meaningful to you in terms of peace (education, arts, health, social justice, the environment, social justice, community safety, peace skill building, global issues, etc.) and build your program around that.
- * Go to <http://www.peacedayphilly.org/what-can-you-do/> for ideas.
- * Seek solid collaborators - collaborations make for richer, more well attended programs!
- * Identify the roles for each person/organization based on strengths, contacts, resources, etc.
- * Are special guests/speakers needed? Who is the best person to reach out to them?
- * What is the budget for your program? What, and who, could be low/no cost options? How can you thank/appreciate those who may give in-kind resources?
- * Identify the goals of your program. What would you like participants to walk away with in terms of learning? Is there a next step/call to action for the audience to increase the impact?
- * Find an accurate and engaging title for your program, write a short description of what the program will entail/include, and choose an engaging image.
- * When possible, schedule at a time and place that the intended audience is used to (if you choose a new venue and time, you will need to more heavily market your program).
- * Fliers should be complete and begin circulating by mid to late August.
- * If a dialogue/speaker program, would an arts component (whether artwork, projected images, music, etc.) be of value? Sometimes experiencing something on a non-verbal level creates more openness for dialogue/connecting with another perspective.
- * Ask those in your network to help promote the program through newsletters, social media, etc. Perhaps in exchange they can have materials about their organization at the event.
- * Promote on social media and via your communications vehicles. Note that Facebook events can be helpful for promotions but generally more people respond YES than actually attend.
- * How can you arrange for follow up gatherings to continue the conversations/learning of your program? Could this program be the first of a series?
- * Ask someone to help document your program by taking photos and/or video!
- * Test any technical parts of the program (LCD Projectors, videos, audio system) ahead of time.
- * Consider having a short evaluation for participants to complete, even if it only includes: What was the most valuable thing about this program? What will you take with you?
- * Practice peaceful thinking and communication as you plan and facilitate your program!