



results

Resource Guide for Planning In- Person Events

Guide for RESULTS Groups

introduction



Connection with other advocates is powerful and energizing, though the last several years have made in-person opportunities challenging. We have the opportunity to connect, build community, invite new people to learn about the power of advocacy, and come together for collective learning and action.

In this guide, you'll find ideas for different kinds of in-person activities your local, state, or regional group can organize and some prompts to help you strategize. As with any RESULTS endeavor, strive for inclusivity, especially among people with lived poverty experience.

RESULTS staff are here to help you be successful. Reach out for any questions or to schedule a meeting for coaching and planning support.

CONTACT: Joanna DiStefano, Senior Associate for Grassroots Impact
(jdistefano@results.org)

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Forming a planning team

Members representing a range of experiences and perspectives tend to come up with dynamic ideas, and [anti-oppression resources and training](#) can help center the entire team to plan an inclusive event.

How you choose to delegate responsibilities will depend largely on what type of event you decide to host. Designate point people for facilitation and agenda development, logistics, promotion and outreach, and budget and expenses. Other areas for leadership include technology, inclusion and accessibility, and evaluation.

Articulating a few different objectives and anticipated outcomes

This prompt might be helpful: “By the end of the event, participants will...”. Some possible answers might be to:

- feel more connected and know each other better
- be inspired to take a specific action
- have improved their advocacy skills
- have learned more about our campaign issues
- know more about RESULTS and our local group
- have an invitation to join RESULTS

Identifying activities that fulfill objectives

Above all, be creative and aspirational as you meet the needs of your colleagues and potential new advocates. Here are some activity ideas that you might consider:

- Build advocacy and leadership skills.
 - Practice your EPIC talk and motivational interviewing techniques in a mock lobby meeting.
 - Host an [education and action](#) meeting where participants write letters to members of Congress.
 - Provide a media coaching seminar where participants submit an opinion piece and get interviewed by a local reporter.
 - Organize a press conference to issue a call to action for your member(s) of Congress.

- Deliver a workshop aimed at developing strong community-based outreach and partnership strategies.
- Enhance issue knowledge.
 - Hold a briefing on achieving economic justice in the tax code with speakers from within your group, local partners, and people with lived experience.
 - Sponsor a townhall discussion where community members and RESULTS advocates share how poverty has impacted their lives.
 - Embed our policy priorities in existing community coalitions.
- Enrich understanding of the historical context of oppression and integrate into advocacy efforts.
 - As a group, develop partnerships to explore your community and examine the impact of oppression of marginalized groups. The Peace Learning Center's [Creating Space for Critical Conversations Resource Guide](#) can help you navigate challenging conversations.
 - Watch an episode (or more!) of the [1619 Project](#), listen to the [podcast](#), or read the [book](#). Use [guides](#) to select discussion prompts for your group.
 - Read and discuss the Elisa Minhoff report [The Racist Roots of Work Requirements](#) highlighting the oppressive foundations of work requirements embedded in many U.S. anti-poverty policies..
 - [Learn about redlining](#) and explore the [map of your community's historical redlined areas](#).
 - Learn about what makes development assistance programs effective.
- Impart a greater awareness of political processes.
 - Organize a workshop on the powers and functions of Congress.
 - Facilitate an interactive learning session on how a bill becomes a law and how advocates can influence that process.
 - Engage a local Congressional staffer to learn about how tax dollars come into our communities.
 - Honor the work of people in your community who have championed informed civic dialogue and non-partisan anti-poverty action.

The [Experts on Poverty \(EOPs\)](#) can speak on a wide variety of lived experience of poverty in the United States, including food insecurity, housing instability, homelessness, income instability, and navigating complex government anti-poverty

programs, in addition to providing training on a number of advocacy topics. Contact Lakeisha McVey (lmcvey@results.org) to explore options with EOPs.

While RESULTS staff are ready to be a sounding board for your ideas during the event planning process, they can also serve as facilitators and guest speakers. Reach out to Joanna DiStefano (jdistefano@results.org) to discuss opportunities to engage staff in your in-person activities.

Talk to your Regional Coordinators about resources within the RESULTS grassroots network that can help you realize the big picture vision for your event.

Creating an agenda

As a group, decide how your event will take shape. With your target audience in mind, determine the best structure to host the activities you have chosen together. [Sample agendas](#) may give you a better idea of what some other RESULTS groups have done in the past.

Confirming initial event logistics, including activity date and time, location, and estimated budget for expenses

Accounting for the diverse needs of potential attendees should be a top priority for any planning team. Setting aside time to collectively assess potential barriers to participation will help your team provide the most welcoming environment at your event.

It would be unreasonable to assume that any person could be an expert at all cultural competencies at all times. It is expected, though, that when faced with any uncertainty regarding welcome and inclusion, planners will do their own research and reach out for expertise, guidance, and resources.

- [Event Inclusivity, Health and Safety](#)

Determining what resources will be required to make your activities successful

If you need RESULTS promotional materials for your event (stickers, banners, brochures, folders, etc.), [please order them](#) as soon as possible to make sure they arrive on time.

Mini-grants are available to support events that focus on group health, connection, and outreach. Examples of appropriate use of funds include food/catering, speaker fees, advertising materials, venue rental and associated technology fees, live entertainment, etc.

All applicants are encouraged to contact **Joanna DiStefano, Senior Associate for Grassroots Impact** (jdistefano@results.org), prior to their application.

Putting your plans in motion and layering outreach into your promotional strategy

Keep attendees and key constituents in mind as you map out the path to your event.

- Check out the [“Engaging the Community” page](#) on the website for communication tools and guidance on outreach to your community
- Invite people to attend and track invitation responses
 - [Community & Partnership Mapping Tool](#)
 - [Develop Your Relational Organizing Framework](#)
 - [Sample email invitation](#)
 - [Event flyer template](#)
 - [Event registration template](#)
 - [Media advisory template](#)
 - [Reporter pitch template](#)
 - [Media Directory How-To Guide](#)
 - [Photo/Video Release Template](#)
- Send a few reminders leading up to the event – phone calls and text reminders are most effective!
- Run an awesome event and have fun!
 - [Sign-in sheet](#)

Give prompt attention to debrief, evaluation, and follow-up

Take time as a group to unpack not just the event itself, but the planning process as well:

- What went well and what felt empowering? What didn't?
- How did what we were experiencing impact our actions? Why was that?
- How can we make this better next time?

Send a [follow-up email](#) to thank presenters and attendees and include a [post-event survey](#).

Submit a [post-event evaluation and report](#) on your activity with photos, if possible.

[Welcome new volunteers](#) who have joined because of their experience at your event.

In-Person Events Planning Checklist

Step 1: Envision Your Event

- Form a planning team with volunteers representing diverse backgrounds and experiences.
- Decide together what you want to achieve by bringing the community together.
- Map out your goals and objectives.
- Brainstorm the activities that will help meet your goals.
- [Identify community partners](#) that might be interested in those activities.
- [Commit to inclusion and accessibility](#) by proactively addressing potential barriers to participation.
- Create an [agenda](#) that structures your event to meet the needs of your target audience.
- Confirm event details, like date and time, location, desired capacity, and [estimated budget](#). Invite your speakers well in advance.
- Assess available community resources that you can leverage to make your event successful.
- Identify where RESULTS mini-grant funds might supplement your event.
- [Order RESULTS marketing materials](#), and, if needed, submit a mini-grant request for information to [Joanna DiStefano \(jdistanfo@results.org\)](mailto:jdistanfo@results.org).

Step 2: Put your plans into action and promote your event

- Delegate responsibility for developing and facilitating different sessions.
- Invite people to attend and track RSVPs.
- Send a few reminder emails in the weeks/days leading up to your event.
- [Work with local media](#) to promote and cover your event.
- Run an awesome event and have fun!

Step 3: Celebrate your hard work and debrief

- Take time as a group to unpack not just the event itself, but the planning process as well.
- Send a [follow-up email](#) to thank presenters and attendees and include a [post-event survey](#).
- Submit a [post-event evaluation and report](#) on your activity with photos.
- [Welcome new volunteers](#) who've joined because of their experience at your event.

Index of Online Resources, Document Templates, Agenda Samples

- [Anti-oppression resources and training](#)
- [Creating Space for Critical Conversations Resource Guide](#)
- The 1619 Project: [1619 Project show](#), [podcast](#), [book](#), [guides](#), and [activities](#)
- [The Racist Roots of Work Requirements](#)
- [Redlining](#) and [map of your community's historical redlined areas](#)
- [Experts on Poverty \(EOPs\)](#)
- [Order RESULTS marketing materials](#)
- [Communication tools and guidance on community outreach](#)
- [Community & Partnership Mapping Tool](#)
- [Develop Your Relational Organizing Framework](#)
- Event Inclusivity, Health and Safety ([Word](#) / [PDF](#))
- Sample Agendas for In-Person Events ([Word](#) / [PDF](#))
- Grassroots Event Budget and Outreach Workplan Template ([Excel](#))
- Event Flyer Template ([Word](#))
- Media advisory template ([Word](#) / [PDF](#))
- Reporter pitch template ([Word](#) / [PDF](#))
- Media Directory How-To ([Excel](#))
- Photo/Video Release 2023 ([Word](#) / [PDF](#))
- In-Person Event Outreach Email Template ([Word](#) / [PDF](#))
- Event registration template ([MS Form](#))
- Event Sign-In Sheet Template ([Excel](#))
- Follow-Up Communication Templates ([Word](#) / [PDF](#))
- [Welcoming and Supporting New Advocates](#)