

UNICEF UK GUIDE TO RUNNING A LOCAL EVENT

One of the most powerful ways to engage people in a Unicef campaign is to show them that their peers, neighbours and community also care about the rights of children. You will know your local community better than most, and so you are well placed to decide how to gain the support of the people in it.

There are a number of things you can do to raise awareness of our Reuniting Families campaign in your local community. Be creative!

You might want to:

- Screen a film about the issue and hold an audience Q&A or discussion afterwards
- Hold a coffee morning, picnic or sports day and use the opportunity to talk to people about the campaign
- Organise a community nature walk or cycle and use the opportunity to discuss the rights of refugee children
- Invite local experts or refugees themselves to take part in a panel discussion about the issue
- Have a craft day and make home-made campaign posters, then ask participants to put their poster in their front window
- If you're a club member, ask your local football, rugby or cricket team to invite a local refugee child to walk out on to the pitch with their new local team

Whatever you decide to do, there are some essentials you will want to consider:

WHO?

Who in your local area do you think might be interested to learn more about our campaign?

Consider parents, students, retired people, other community groups.

When would people be most likely to attend an event, and where?

FOR EVERY CHILD
IN DANGER



How will you include your MP in the event and encourage them to attend? If they can't attend the event, set up a meeting at their constituency office afterwards to discuss it. Make sure to mention how many people attended.

WHERE AND WHEN?

If you're organising an indoor event, what venues are available in your local area?

How big a space do you need?

Is it easy to get to and near public transport? Is it accessible to disabled people?

Does it cost anything to use? Some venues will let you use their space for free if people buy enough food or drinks.

Make sure that people can find your venue. If it's not in an obvious place, put up a sign outside or on the nearest street corner, pointing people in the right direction.

If you're organising an outdoor event, make sure you have permission to be there and check the weather forecast the day before. Consider having an indoor, back-up venue available, in case it rains. This is the UK, after all!

If you want to screen a film about the issue, many schools, colleges, universities, libraries and community centres will let you use their projector and screen for free.

HOW?

How will you advertise your event and make sure your intended audience sees it?

If your event is something that your local paper might be interested in, let them know a week or two before the event. For more information, refer to our *Guide to Contacting Local Media*.

Will you put up posters (this can be time consuming!), create a Facebook event, contact interested local groups or put an ad in the local paper?

Remember to include the following when promoting the event:

FOR EVERY CHILD
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- What is it about?
- When is it? (Start and end time, Date)
- Where is it? (Include a map or directions if possible)
- Make clear that it's a free event
- If you have speakers, who is speaking?

If advertising your event online, we recommend using Eventbrite.co.uk, so that people register to attend. This means you can email them a reminder about the event closer to the time, and it increases the likelihood that they will come.

If you would like speakers at your event, try your best to include a range of speakers: men and women, refugees and non-refugees.

And remember to mention our Reuniting Families petition!

PLANNING THE EVENT

Search online for local interest groups, charities, academics in the field, authors and refugee support services and find out if anyone would be interested in giving a short talk about the issue or their personal experiences. Maybe you could invite a local celebrity or newsreader to act as the Chair for the event.

Discuss the subjects of their talks in advance, to make sure they don't say anything offensive or overly controversial and to ensure that two speakers don't cover the same topics.

Make sure that talks don't go on for more than 20 minutes and that the whole event doesn't last more than 1.5 hours. Keep the schedule simple and allow plenty of time for questions and audience discussion and participation.

STAY IN TOUCH!

We're very keen to hear what you decide to do and we'll be available by phone to help with anything you need.

We can also offer some funds to help cover any costs of your event, like printing posters, hiring a venue or catering. Just let us know what you need. **Kate Dentith, our Senior Campaigns Adviser is on hand to support you.**

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