



COMMUNITY ACTION NETWORK

PROJECT PLANNER

Public Event Staging and Management



B101 FM AND BE GREEN BARRIE

Invite you to
Come Plant a tree....for Earth Day

Earth Day 25

All of Barrie is invited for tree planting and...

- Free BBQ lunch
- FREE hayrides from the road to the event site.
- FREE Childminding
- LOTS of activities for the whole family
- environmental games
- Medieval Actors
- "hawk silhouettes" to protect local birds
- Antique firetruck
- Whodunnit races
- Nature hikes led by local naturalists
- Environmental displays
- Green-home Tune-Up
- Information displays
- Farmers Market Stalls

FRIDAY APRIL 22ND
10:30AM-5:00 PM

OPENING CEREMONIES AT NOON SHARP

Special Thanks to:

- View Registered Belgians
- atures Own Bakery
- Best Health Food Store
- mounting/Mansfield Springs
- Cookstown Greens
- Yves Foods
- road Martin Rentals
- Konstux
- BNR Equipment
- Shakee Products
- Bike and
- St. John Ambulance
- C.F.B. Borcan

LIVE ENTERTAINMENT ALL AFTERNOON including:

- Paul Shuteau
- James Harte
- Christina Kishitz
- Bob Griffin
- Don Cameron
- Carson the Magician
- Jake Fogles
- Kevin Huggins and Friends
- Ken MacSivert and Chino Audelet
- and Direct from Toronto Doug Starr

To Join Us:

Take Sunnidale Road north, go west on Livingstone, then south on Ferndale, Hayrides leave from the foot of Ferndale

CALL BE GREEN BARRIE FOR DETAILS 734-2877

PROJECT PLANNER

Public Event Staging and Management

Earth Day Canada presents *Public Event Staging and Management* to help your planning committee produce a successful public event. Use it in conjunction with your CAN manual.

*Need help
with your event?*

**Contact us for assistance, sources of
information, and a list of registered
Earth Day organizers
in your community.**



About Us

Earth Day Canada facilitates positive environmental action.

Earth Day Canada is a national environmental charitable organization that provides youth and community organizations, schools, businesses, government departments, and individual Canadians with an opportunity to make a difference where they live, work, and spend their leisure hours. Our national network includes thousands of community-based organizers in every sector — all working for positive change.

Operating year-round, Earth Day Canada's mission is to improve the state of the environment by motivating and helping individual Canadians just like you to take positive environmental action. We offer interactive programs, a free community Earth Day/Earth Week public Events Calendar (available in March and April), and information and tools you'll use again and again.

Earth Day Canada is the national organizing body of Earth Day/Earth Week in Canada.

April 22 is International Earth Day — the largest environmental event in the world. Every Earth Day, millions of Canadians join people in about 100 hundred countries in positive environmental action. This popular event has grown into Earth Week in Canada to accommodate the scores of events that take place across the country.

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Public Event Staging and Management

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Your Earth Day event is about to become a reality! By inviting members of your community to organize and/or to participate in your public event, you're giving them an opportunity to make positive change happen. Planning and managing a public event might seem like a lot of work. The keys to keeping it manageable are breaking down your project into manageable chunks, keeping effective records of each step, and mastering some planning and management basics.

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1. How to use a workbook to stay organized

Set up your workbook to suit your needs. A three ring binder works best to contain current information and keep it right at your finger tips. Use dividers to separate information on each planning stage.

You can punch holes in the planning materials or punch holes in large manilla envelopes and insert the materials in the envelopes.

Include the following tools:

- a) CAN manual (planning guidelines, checklist, registration and tracking forms)
- b) Relevant projects, Project Planner Pack, resource materials, Earth Day brochure (includes info on Earth Day programs and merchandise)
- c) A financial section: budgets, invoices, receipts, etc.
- d) Your action plan in a month-by-month, week-by-week, day-by-day calendar format to remind you

of items that require follow-up action

- e) Contact information (telephone, fax, e-mail, mailing address): a complete record of your event's sponsors, displayers, co-organizers, speakers, invited guests, volunteers, media contacts, etc.
- f) An inspiration section to kickstart your group into action and to remind you of your environmental goals (Include newspaper clippings of similar successful events and your event's environmental goals. If you're doing a site rehabilitation, include the site's "before" shots.)
- g) A safety section with project safety guidelines and emergency phone numbers
- h) Records of conversations, letters, and agreements between organizers, sponsors, volunteers, etc.

2. Volunteer Recruitment and Management Pointers for Public Events

Need help to stage and manage your event? Skilled volunteers can get the job done.

Note: Check out the *Valuable Volunteers* chapter in your CAN manual; it's your guide to recruiting, managing, and motivating your planning committee and project volunteer teams.

The following tips apply specifically to public event staging.

Recruitment tips:

First ask: Who do I need? How many, and When? Remember that although you may need 100 people to help you with event tasks, you may not need 100 people to help you plan. Time your recruitment efforts to coincide with your needs.

Some communities have volunteer centres where you can advertise your need for volunteers and easily access people who want to volunteer their time.

Post volunteer positions at schools, colleges, universities, employment centres, shopping malls,

grocery stores, and other community bulletin boards.

Newspapers may be willing to list a volunteer ad in the classified section for free or for a nominal fee.

Ask sponsors if they can provide volunteers to help organize the event and to help out at the event.

Management tips:

A. Get your planning committee together first.

Your planning committee is in charge of charting your event's action plan. (Refer to *Strategic Steps* in your CAN manual to find out how to chart an action plan.)

B. Select a project coordinator. Identify WHO on your planning committee has a particular skill or interest in taking expert charge of the planning and action steps.

C. Decide who will be responsible for each step.

Note how each member's activities are related to, and affected by, the activities of other members.

3. Planning Committee Tasks

Use the task checklist below to effectively delegate tasks to planning committee members and to additional volunteers

A. INTERNAL-COMMUNICATIONS TASKS

- Schedule regular meetings in your action plan**

Effective interaction and communication tips:

As far as coordinating tasks is concerned, things will run smoothly as long as everyone understands what's expected of him/her and commits to tasks and deadlines. Some steps, like Budgets & Fundraising, may span the whole project. Others, such as choosing an event site, are time-sensitive if the project is to proceed on schedule.

Regular interaction and updates will keep everyone on track and save time. To use everyone's time wisely, members should talk to each other, exchange

progress reports, and complete tasks between meetings. Use valuable meeting time to check progress, brainstorm, assess, problem solve, and plan the next steps. (For tips on getting the most out of your meetings, the *Marvellous Meetings: Staging Efficient & Low Waste Meetings* booklet may help you.)

How many meetings are needed? As many as it takes to accomplish your planning steps. But as the event day approaches, meet regularly to make sure that everything is on schedule and that everyone is clear on what to do. What should you do with committee members who can't attend all the meetings?

Find other ways of communicating with them. How about exchanging information over the telephone, by e-mail, or by personally visiting each member?

- Recruit, train, and manage event-day volunteers.**

- Acknowledge the contributions of planning committee members and additional volunteers**

Thank volunteers in a speech, print their names in the white space of the Earth Day poster and display at the event site, or present volunteers with small gifts (see the Earth Day brochure for merchandise ideas) to show your appreciation.

B. ARRANGING-EVENT-BASICS TASKS

People will feel terrific if they're tired at the end of a successful and busy event, but they'll leave long before the end if they're hungry, thirsty, or forced to search for a washroom. So think about your participants' needs.

- Donated refreshments**

For action-oriented events, provide free refreshments. People feel more sociable and have more fun when refreshments are offered as a treat, not as an afterthought.

Hot and cold drinks are essential. The ages and inclinations of your volunteers should be taken into consideration. The basics are water, coffee, tea, hot chocolate, soft drinks, and juices. Don't forget cream, milk, sugar, and lemon.

- Refreshments for sale**

- Outdoor shelter**

We can't control the weather, so it's best to use tents to house food. Depending on the location of your event, you may need to rent or borrow one or more large tents.

If the event is close to a community centre, school, or other shelter, people can always run inside if it pours. Verify accessibility to this type of shelter (hours of operation and if the public is welcome there in case of bad weather).

- Toilets**

If these are handy to your site, you won't need to worry. If people have to travel for more than half a

block to find a public washroom, don't expect them to come back. Rent portable toilets (or have their use donated) from a local supplier. See "Toilets Portable" in your telephone directory.

- Signage**

Use signs to promote your projects. You may need signage to direct people to the site, and to identify food, tools, equipment, and toilet facility areas. You can use the Earth Day community event poster or make signs from corrugated cardboard mounted on stakes.

- Safety procedures**

Make sure you have a first aid kit, complete with bandages and antiseptics, at a central site. Nicks, cuts, scrapes, and headaches are common episodes. Contact your local St. John's Ambulance to help you determine the need for additional safeguards. See Safety Guidelines for more info.

- Insurance**

Liability insurance is an absolute must for your event. Ask the landowners for the requirements. If liability insurance is not available through your own organization or through the owner's policies, contact Earth Day Canada for assistance.

Waste disposal

The best kind of garbage? No garbage! Here's how:

Reduce first

Keep your event as garbage free as possible by using reusable trays, dishes, beverage containers, cutlery, and cloth napkins in your food service. Make sure that items that can't be reused can be recycled.

Recycling procedures

Collect the most up-to-date information on your community's recycling program (if you have one) so that you can implement proper recycling procedures.

Organic waste

Collect organic waste for composting in a centralized community compost program, in backyard composters, or for swill operators. Many pig farmers accept food waste to feed their pigs.

Collection bins

Collection bins for recyclables, garbage, and/or organic waste must be visible to ensure that proper disposal procedures are followed at the event.

Place several "disposal depots" throughout the site. A disposal depot should have all of the collection bins required to collect all waste types produced on site. If a garbage bin is not placed beside a recycling bin, there's a strong chance that people will put their garbage into the recycling bins, and vice versa. Convenience is the name of the disposal game.

The placement of bins must adhere to the site's fire and health regulations. Bins should be well marked with signs.

Communication

Use signs to tell people what to put in each bin.

If your community pays for the return of recyclables, then post a sign stating what the proceeds from the recyclables will be applied to.

Organizers, volunteers, sponsors, displayers, and participants must be made aware of what is and is not acceptable to bring to the event. For example, a local business sponsor offering a highly disposable product would increase waste generation and would not communicate responsible environmental values.

Transportation of waste

Arrange for the pick-up of all wastes shortly after the event has finished. Collect cans and bottles; send them home with volunteers or call your local waste company for assistance in disposing of recyclables.

Other environmental considerations:

- energy conservation
- water use
- site impact
- transportation modes, parking (make sure people don't park in a natural area, and include bicycle racks)

Preparation (set-up), dismantling, and clean-up of site

Think about what needs to be set up, who will be setting it up, and how items will be taken to and from the site.

- displays, resources, etc.
- refreshments
- first-aid site
- toilets
- electricity
- microphones

Entertainment

- local radio station
- musicians
- children's activities (clowns, crafts, games, etc.)

Speakers

- mayor
- community notables

Prizes

- local businesses can donate prizes
- give away Earth Day merchandise

C. ARRANGING-FUNDING TASKS

Recruit sponsors

Try to get the support of local businesses and organizations to sponsor the expenses of implementing and promoting your event.

Offer sponsors benefits

- Sponsors may distribute information on environmental products and services, and provide samples and coupons.

- Sponsors may display a company sign.

- Publicly acknowledge sponsors at the event: Have representative(s) cut a ribbon or make some other contribution.

- Present sponsors with a framed/laminated Earth Day poster signed by all your volunteers. It's an affordable and a friendly way to thank a sponsor.

ATTENTION ALL EARTH DAY ORGANIZERS!

TIPS ON TRADEMARK:

The words Earth Day and the Earth Day logo are registered trademarks belonging to Earth Day Canada. The trademark was originally filed in 1989.

Earth Day Canada encourages community-based Earth Day organizers to use the words "Earth Day" to identify and promote their Earth Day activities and year-round positive environmental projects.*

The trademark registration serves to protect the integrity of the mission and founding principles of Earth Day, and the work of thousands of volunteer organizers like you.

HELP US MEET THE LEGAL REQUIREMENTS TO PROTECT AND MAINTAIN THIS TRADEMARK by observing the following guidelines:

- Use of the trademarked words and logo for commercial purposes **MUST BE APPROVED IN WRITING** by Earth Day Canada. This includes retail and corporate promotions and all products.
- Use of the trademarked words and logo for sponsorship purposes **MUST BE APPROVED IN WRITING** by Earth Day Canada**.

Earth Day Canada will work with you on any commercial or sponsorship programs you may wish to develop. If you are a commercial or business-based group (e.g. a retail store or an employee group), your internal Earth Day events are volunteer, not commercial or sponsorship programs. For external promotions, please contact us.

Your participation and cooperation in helping to protect the Earth Day intellectual property (IPP), or trademark, will ensure that Earth Day remains the property of the volunteer community environmental movement. If you have any questions regarding trademark use, please contact us.***

*Earth Day Canada does not charge Earth Day event or project organizers, or community coordinators any fees for the use of the Earth Day name and logo as an identification for their events and projects, or for the use of the trademark in fundraising for their events. All Earth Day organizers and accredited regional coordinators are requested simply to respect the international Earth Day principles of non-confrontational, cooperative activities, and to operate in accord with the organization's mandate and mission.

**Rule of thumb: Your sponsors may be listed on your posters, brochures, and other materials as sponsors of your Earth Day project. Sponsors cannot be granted the right to use the Earth Day trademark on any of their external materials without Earth Day Canada's written approval.

***We'll tell you why no one remembers why Mothers Day was founded!

D. ARRANGING-TO-USE-EARTH DAY-MERCHANDISE TASKS

- Use the Earth Day poster to promote your event and as signage for your event.**
- Raise revenue for environmental projects by selling Earth Day merchandise. See the Earth Day brochure.**
- Give away merchandise as gifts to volunteers and sponsors and/or as prizes for draws and games.**

E. EDUCATIONAL TASKS

- Set up a display table**

If an ecofestival is not a component of your event, be sure to set up an eye-grabbing display table in a central site. Include empowering information about

the environmental challenge your event is addressing, environmental facts, and action tips. Include copies of the Earth Day brochure to help get the message out about positive environmental action.

F. PROMOTIONAL TASKS (The *Publicity & Promotions* booklet may help you.)

Invite the public to attend the event:

- Meet with key community partners** (schools, youth groups, local businesses, libraries, community centres, environmental groups, etc.) to distribute invitations, and to provide information about the event and the environmental challenge it addresses.
- Before the event and on event day, set up the Earth Day posters to identify your event as an Earth Day celebration.**

(Overprint your event information in the white space of the Earth Day poster and hang posters in visible community sites.)

- Acknowledge local sponsors' contributions in speeches.**

- At the event site, set up displays, signage, and other materials acknowledging the contributions of sponsors.**
- Promote the event in the local media.**
- Recruit photographers to take pictures of the event.**

(If you're doing a rehabilitation project, take "before" and "after" photos to help you show off your achievements once the work is over.)

- Send pictures (with your completed event tracking form) to Earth Day Canada for inclusion in publications.**

G. POST-EVENT-DAY TASKS

- The most important public relations rule:** Thank your volunteers, sponsors, donors, and supporters.

Refer to the list of contacts in your workbook, and start writing your thank-you letters. Include information about how people's contributions helped to

make the event a success. Make this an important step in your planning and execution.

- Evaluate your event**

Refer to the *Strategic Steps* chapter in your CAN manual to find out how.

Success Story

BE GREEN BARRIE is a terrific environmental organization that works to sustain the integrity of Barrie, Ontario's ecosystems and economy through community involvement. BE GREEN BARRIE is an Accredited Earth Day Coordinator.

For Earth Day '95, BE GREEN BARRIE staged an event that attracted 1200 people. Participants were treated to tree planting activities, a free lunch, educational activities, free childminding and much, much more.

Helpful Hints for Making Your Public Event a Huge Success

by CJ Martin, Community Outreach and Volunteer Coordinator, BE GREEN BARRIE

When planning your event, consider: Page

- What will and won't motivate people to attend your public event? 10
- How can you communicate your group's environmental goals in an empowering and a fun way? 12
- The location of your site (Is it accessible? Does it need positive environmental attention? Is it suitable for your event?) 13
- Who will you invite to be displayers? (The *Stage an Ecofestival* Project may help you.) 13
- How will you ensure that event-day volunteers understand their assigned tasks? . . . 14
- Who in your community can you obtain contributions from (loans of equipment and supplies, product donations, in-kind donations)? 15
- How can you effectively promote your public event in your community? 16



Lining up for the hayride into the festival



Outside the Licks booth



More volunteers in action

What will and won't motivate people to attend?

Tips:

1. What will motivate people to come?

First ask, what do people like to do on a nice spring day? Hardly anyone, except committed environmentalists, plans to go to a display of information booths for something to do. People would rather play games with their kids, have a picnic, see an outdoor concert, or go for a hike.

People will also attend your event if it is: • fun • accessible • comfortable • friendly • non-radical in promotion • free • easy for families to participate in

People will attend if your event is non-confrontational, non-preachy, and if it gives them a

chance to participate in positive environmental action.

2. What won't motivate people to come?

People may not attend if they:

- are worried about the cost
- find it difficult to look after the kids
- are worried about being cold
- are worried about lack of facilities
- think finding the place is a problem
- know the location is not accessible to the physically challenged
- think it's just for ecofreaks or tree huggers

What we did:

1. An opening ceremony

- a presentation of an environmental song by local public schools
- played a David Suzuki tape featuring children singing and a commentary from Suzuki on the PA, and offered the tape for sale
- an address by the MPP
- short speeches to orient people to the theme of Earth Day and to the scheduled activities

2. A main activity: a community tree planting (It's warm, fuzzy, and direct.)

- an orientation to the planting site and scheduled demonstrations of tree planting, mulching, and watering techniques

3. Entertainment

- a magician
- a roster of entertainers and acoustic bands who played mostly environmentally themed music
- free hayrides transported people from the bus stop and parking lot to the festival site
- children's craft activities: making hawk silhouettes, letter writing, and colouring
- children's games area featured hopsack racing and wheelbarrow racing, environmental concept games (led by an outdoor educator), and

fun, environmentally friendly prizes, such as bike locks

- a "Guess How Many Aerators are in the Jar" contest also let people guess how much water could be saved if all the aerators were installed
- a local naturalist led nature hikes all day long

4. Refreshments

- provided cloth napkins and ceramic mugs, and set up recycling bins to avoid garbage creation
- provided a free scrumptious barbecue lunch that included vegetarian hot dogs and burgers (dogs are cheaper!), organic carrots, wholesome cookies, organic coffee and tea, juices, and hot chocolate
- signage described the free treats and the environmental considerations for the food choices offered
- supplemental food and drinks were sold by Lick's, who used the day to promote their Natural (vegetarian) Burger and adhered to the litterless lunch policy (We figured we couldn't feed everyone for free, so we chose the only place in town that has vegetarian fast food to fill this gap.)
- a farmers market stall offered samplings of organic produce and baked goods

Signage

Tip: Make signs functional, informative, and fun.

What we did:

- Fliers and posters included a fun cartoon and a map of the site with directions to make it easy for people to get there.
- Signs on all the major road routes around the city directed people to our festival.
- A sign on the stage listed scheduled entertainment, games, events, and demonstrations.

*Our poster dispelled
the ecofreak image*

Facilities

Tip: Make it easy and comfortable for people to participate.

What we did:

- Toilet facilities: We wanted to get composting toilets, but had to settle for portable chemical toilets, alas.
- We placed chairs around the site for people to sit and rest.
- A deaf-sign interpreter was on hand and visual signs informed people of this service.
- A childminding area — fenced off and supervised — was attached to the craft area.

How can you communicate your group's environmental goals to people in a fun and an empowering way?

Tip:

Address the question: "How do people learn?" Getting information from written material is just one way. People also learn through the arts and through hands-on doing, watching, listening, playing, experiencing, tasting, and sampling.

What we did:

Everything we used to hook, entertain, and accommodate people also provided them with information.

- The radio emcee for the day filled in between entertainers to provide fast facts about local environmental challenges and positive things people can do to make a difference.
- People learned enviro-tips from traditional information booths, signs, and informative brochures at the main sign-in area.
- People signed an Earth Treaty to commit themselves to considering the environment in their daily choices.
- The children's games and crafts provided a child-focused learning opportunity.
- "Guess the Aerators" exposed people to the concept of household water conservation, let them see the aerators first hand, and let them do the math to figure out the water savings.
- The entertainers presented information through music and art.
- The David Suzuki tape provided information from a recognized, authoritative voice.
- A naturalist guided people to help them observe and experience nature.
- The meals and stalls treated people to nutritious food and informed them of the environmental impacts of pesticides, monocropping, meat-heavy diets, and that veggie dogs are actually good!
- The way the meal was served showed that even at a 1200 person event, *you don't have to use disposables!* Who would've thought it!
- The tree planting activity gave people a pitch-in, hands-on way of learning about planting and maintaining trees.
- Signs were all made from reused material, demonstrating the practice of reuse.
- To promote sharing and reuse, most items, such as tents, stages, tables, chairs, cups, shovels, wheelbarrows, etc., were borrowed. Groups and people don't have to own EVERYTHING to succeed.

The location of your site

Site Suitability/Accessibility

Choose a site that's large enough to accommodate participants, that's accessible by public transportation, and that's easy to get to.

Tying the Space to the Cause

When identifying an event site, consider if there is a site that needs environmental attention. Such a site gives people a chance to come out and plant a tree, lay some alternative groundcover or clear out some debris, etc. This will tie the event to the meaning of the day and give people a chance to DO something.

You need to consider safety precautions, training, equipment, provisions for people to wash up after working, etc.

Be cautious about what people will want to do with their precious free time. "Come pick garbage out of the swamp!" may not get people clambering

over each other. But a tag like "Celebrating and Helping our Wondrous Wetland!" may get people out to do the same thing, while "Come Plant a Tree for Earth Day" may sound even safer and drier.

- Schedule your activity for the beginning of the festival so that people won't have to wait around all day to do something.
- Provisions should be made for the people who will arrive later. We had planting demonstrations and orientations throughout the day to accommodate late arrivals.
- To figure out how much work to give each person, estimate the number of hours of work involved and divide it by the number of people you expect to come. Bear in mind that people will probably only want to do the conservation work for half an hour or so and then go enjoy the rest of the festival.

Who will you invite to be displayers?

I suggest making all initial contacts by phone instead of sending out invitations to potential displayers and speakers because:

- you waste paper and postage if people are not interested
- people may not respond for a while and you have to wait idly
- you don't get to establish a personal bond and commitment, and you miss the opportunity to find other ways that people can contribute

I suggest making all initial contacts by phone. Explain the event enthusiastically and tell them what they could do to help out. Chat about how you envision the whole thing unfolding to get them excited and to give them a chance to offer other help or ideas. Then send a written confirma-

tion letter to those who are committed. In the letter, confirm all required specifics:

- date, location, and time to show up
- a contact name and telephone number
- what they need to bring or prepare
- what equipment you'll be providing
- a description of the site's layout
- the estimated number of people who will attend
- promotional and/or other opportunities
- and DEFINITELY what would be inappropriate for the day, i.e. if sales aren't allowed, if only reusable packaging is allowed, if only vegetarian food is allowed, etc. Nothing is worse than being frowned upon by 1200 people!

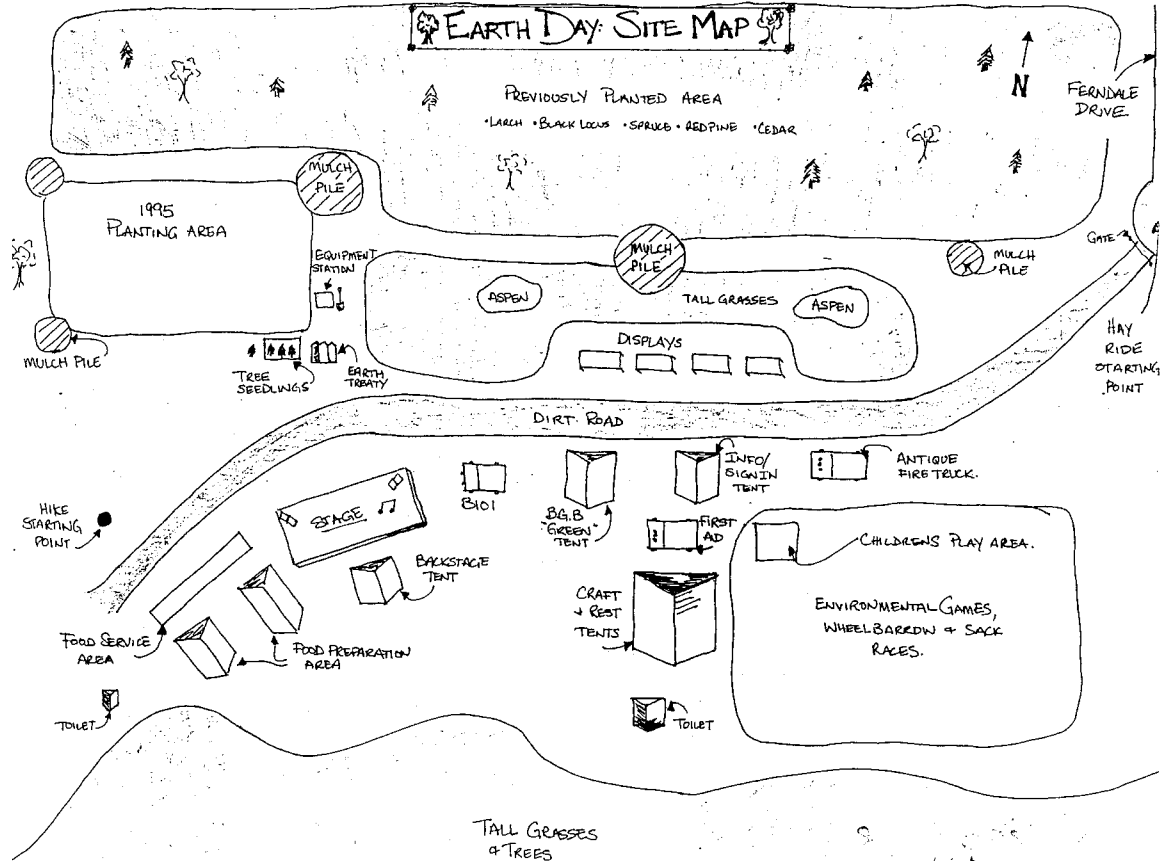
How will you ensure that event-day volunteers understand their assigned roles?

Tip: Committees and volunteers should meet at least once before the event to ensure everyone is clear on what to do.

What we did:

We held a meeting the Tuesday before the event, and used overheads to focus everyone on the same words and images, and:

- gave everyone maps of how the site would be set up
- confirmed everyone's role
- announced what jobs still needed to be done and assigned tasks
- ensured that volunteers had a chance to meet with the person who would be supervising/instructing them on the event day (We broke into task groups at the end of the meeting for a quick introduction to each other.)
- included a space on the maps for volunteers to write their job, their supervisor, what time to show up, and what to bring



Obtaining donations and loans of equipment, supplies, etc.

Tips: I suggest that people list all the needs and equipment—and I mean everything, including transportation and energy supply—for every aspect, booth, stall, and activity.

Then have a section entitled, “Where Will I Get A ...” Say this aloud every time you think of something you need. It’s incredible how many needs can be met through networking.

It worked for us! “Where will I get a crib and some mats for the child-minding area?” Someone in the office knew that her church has a nursery. “Where will I get at least five big marquis tents for

free?” Someone’s father used to work at the local army base and was able to get not only the tents, but also chairs, pots, and barbecue equipment.

But keep in mind that this approach requires more organization than simply buying things. Organizers should make lists of people to ask: “Where Will I Get A...” But don’t ask for your whole equipment list at once, or you might engender more hostility than the fun and friendliness you’re attempting to create! Also ask people, if they don’t have an answer, if they have a lead on a person who may.

What we did:

Here are just some of the things that were generously loaned or donated for our event:

- veggie dogs and burgers — Yves Foods via a local distributor
- organic buns and cookies — a local organic bakery
- organic tomatoes and condiments — a local health food shop
- organic carrots — local organic farm
- additional buns, drinks, condiments — grocery stores
- spring water — a local spring water distributor
- organic coffee and tea — a home distributor of organic products
- barbecues — Consumers Gas
- tents, tables, chairs, pots, barbecue equipment — Base Bordon
- several hundred mugs — several church halls
- cribs, toys, and mats — a local church
- gift baskets with honey and candles for prizes — a local apiary
- bike locks for prizes — local bike store
- trucks, mulch, a water truck, a trailer sign, fencing, a podium, preparation of the planting site with soil — the City
- tree stock and shovels — Ministry of Natural Resources
- wheelbarrows, shovels, and buckets — local construction companies and rental companies
- 2 for 1 deal on radio promotional spots, an on-site broadcast and an emcee for the day, PA equipment, and another trailer sign — local radio station
- poster art — the waiter/artist next door
- first aid — St. John Ambulance
- all day horse and wagon rides — a local Belgian horse owner
- a full roster of entertainers — local entertainers, approached casually after performances (“Hey, I really enjoyed your show, and I’d love to have you play at our Earth Day Festival...” This approach makes the entertainment organizer feel more like a talent scout than someone asking talented people for free performances.)
- a stage — a local public school
- scissors, scrap paper, crayons, glue — local public schools

This list goes on and on and on. The point: Figure out how much actual cash you’ll need *after* you’ve figured out what you can get for free.

Besides promotion, we pulled off an all-day 1200 person major event for under \$500!

How can you effectively promote your event in your community?

Tips: People need to publicize well in advance. Encourage your planning committee to think hard about how to access people in the community. Posters and PSAs alone may not reach people.

What we did:

We had a number of free promotional strategies.

- gave presentations to schools and scouting groups about Earth Day and what they could do at Barrie's celebration
- challenged schools to compete for the highest turn-out, sent a note for the school announcements, and had a sign-in book with a page for each school (The challenge can be issued two to three weeks before the event.)
- sent posters to the schools
- challenged community groups/service clubs to compete for the highest turn-out, and encouraged them to invite other clubs from nearby cities to join us (This should be done at least six to eight weeks before the event so that groups who meet monthly can be informed.)
- created a hit-list of about 50 community locations to hang posters and distribute fliers
- made attractive fliers and posters that clearly communicated event information
- distributed fliers to residents near the site asking them to bring the brochure to the event to be eligible for a draw
- distributed fliers through community contacts one month before the event
- sent out PSAs and gave interviews to the local paper and local radio station as the event developed (This can start as early as "Volunteers Strike

Committee to Organize This Year's Earth Day Celebration in January!")

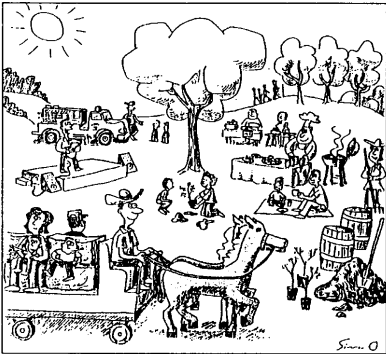
- had volunteers telephone Be Green Barrie's membership to tell them about the event (This can happen in the last two weeks.)
- invited other environmental groups in town (This should happen six weeks beforehand.)
- invited youth groups to prepare a three minute environmental theme song for part of the opening ceremony. (This can be presented as giving them a chance to earn their troubadours badge or maybe a community service badge, and should be done at least six months in advance.)

In addition, we chose to spend money on promotion:

- We wrote a radio ad (produced by the station) which played several times a day in the week before the event. The ad had an upbeat, catchy tune in the background, an original of one of our entertainers, which had a real "come-one-come-all" country fair kind of feel. The text focused on the array of activities to celebrate Earth Day, and gave specific directions to get there.
- We made a smaller version of our poster for the Wednesday and Friday paper the week leading up to the Big Day.

We spent around \$600 to \$800 on paid promotion and this guaranteed that almost everyone had heard about the event by the time the day came. I would suggest that if this can't be obtained for free, that it be considered the main expense and be viewed as a necessity. With all the work that goes into organizing a festival and all the good ideas people can pick up there, one is almost morally obliged to do everything in one's power to ensure it is well promoted!

**Be Green Barrie's
Earth Day '95
This Saturday**
11:30 am to 5:00 pm



☺ **HAYRIDES**

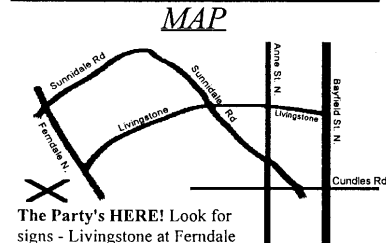
☺ **NATURE HIKES** ☺ **TREE PLANTING**

☺ **BBQ LUNCH** ☺ **CHILDMINDING**

☺ **LIVE ENTERTAINMENT**

AND IT'S ALL FREE!

MAP



The Party's **HERE!** Look for signs - Livingstone at Ferndale