

Guidelines for preparing a *Tool Sharing Event* in conjunction with Leaps and Bounds

I. Preliminary Tasks:

- * Pull together stakeholders as co-sponsors: these should be people in the local areas that have been living out some real alternatives and have some concrete “tools to share.” In doing outreach you may want to highlight
 - Benefits of participating*
 - Talk about their alternatives & projects
 - Disseminate their information
 - Networking
 - Responsibilities of participating*
 - Advertise
 - Contribute
 - Have someone there themselves
- * Name the event – choose a name that will appeal to the audience you intend to reach
- * Formulate an outline of what you want to take place (below you will see an event schedule which included a meal prepared by a caterer committed to locally grown, vegetarian and organic meal options)
- * Choose a date and reserve a venue for the event. Ideally it would be a facility connected to one of the co-sponsors
- * Identify potential speakers and other participants to attend the event and ask them to save the date
- * Based on the event outline, formulate a budget that will include a stipend for the Affording Hope Project as well as cover costs of the program.

II. Phase 2 - outreach, advertising and ticket sales

- * Based on the estimated total costs, seek contributions from co-sponsoring organizations. Determine which of the sponsoring organizations could receive donations and pay out bills (paying for ads, printing, caterer deposit, venue fee, etc.) as needed.
- * Then calculate the ticket price based to meet the budgeted amount needed.
- * Set up a system for selling tickets. One resource for this is <http://www.eventbrite.com> which will set up a website for your event, sell and track tickets, remind paid participants event details the day of the event and give you a list of participants with their contact information after the event. This service does charge \$.99 per ticket sold plus a low percentage service charge.
- * You might want to make provisions for scholarships and ask one of the sponsoring organizations to be a contact for providing scholarships.
- * Advertise and get the word out. The Affording Hope website has a number of promotional photos, sample press releases, bulletin inserts and other materials that you can modify to use in advertising your event. Advertising may include
 - a. Local radio & TV stations public announcements
 - b. Network Listservs announcements
 - c. Bulletin inserts
 - d. Ads in local newspapers , as well as
 - e. phone calls and direct invitations to key community members you feel ought to be involved in the event. For example, you may want key congregations to include the bulletin insert in Sunday masses just prior to the event.
 - f. Social media to help extend invitations and connect with local groups

III. Phase 3 – preparing content of event details

- * Finalize speakers: 3-4 community leaders who are living real alternatives and have some tools to share with the participants. Some areas where you might look:
 - a. Transition town community
 - b. community food system focus: Local & urban farming groups/ farmers market community
 - c. Interfaith power and light (or other groups that are working on climate change energy alternative education)
 - d. Faith and Money Network/ socially responsible investment group
 - e. Local credit union or banking alternative group
- * Finalize Schedule and assign various tasks to members of the co-sponsoring organizations (example – 1 person do registration, another Emcee, another work with caterer, etc.) Below please find a sample schedule for the day. Some details you might want to consider:
 - a. Setup – volunteers to set up tables, etc. for information sharing – where to set up table/ availability of tables, etc.
 - b. Clean up: volunteers to take down show and to help clean up at the end of event.
 - c. Registration – 1-2 people to sell tickets, distribute packets, nametags, point out where materials are, etc.
 - d. Coordination with caterers: volunteer to work with food setup (if applicable)
 - e. Payment of caterers (Mike – check from Faith and Money Network)
 - f. Volunteer to ensure that scholarship people are on list and not asked to pay at the door.
- * Gather flyers and other promotional materials from sponsoring organizations to have available at the event. Find a way to make these available on a table at the back of a room, or in folders given to each registrant. You might also want to consider distributing
 - a. GDP postcard & statement from Faith Economy Ecology working group

Sample Schedule:

1:30	Registration
2:00	Welcome and introduction to the day
2:15	Leaps and Bounds
3:30	Break
3:40	Re- assemble: reflecting on personal response to the performance and the challenges it underscores (reflection could happen in small groups or with the group as a whole).
3:55	A quick reminder of how individuals and groups can remain involved in the Affording Hope Project.
4:00	Short presentation of the 4 different local initiatives with time for clarifying questions

4:40	<p>Open space time to learn more about an area of interest</p> <ol style="list-style-type: none"> 1. Mike Little of the Faith and Money Network: Making the connection between faith and money – Seven household practices of Sabbath economics; and how communities can deal with payday loans and debt. 2. Larry Chang of Ecocity: The Potomac – how DC is beginning to circulate an alternative currency. 3. Gerri Williams will discuss the principles of Transition and how to organize a neighborhood for transition. We'll share ideas and experiences about researching neighborhood assets and building community sustainability. 4. Joelle Novey of Greater Washington Interfaith Power and Light: work that faith communities are doing to reduce energy consumption
5:40	Re-assemble for a closing time of song and movement
6:00	Dinner & networking