



# SUCCESSFUL EVENTS/ ACTIONS

THINKING OUT OF THE BOX to build  
visibility, participation and impact.

Mini-Training for experienced and brand new organizers.



There's a lot of work to be done to accomplish our Goals:

- **Make WILPF more visible**
- **increase IMPACT on the issues we care about**
- **Add CAPACITY (recruiting new members)**

**Today we'll talk about visibility and planning for success.**

We said at the outset we'd look at how to...

- **Make WILPF more visible**
- **increase IMPACT on the issues we care about**
- **Add CAPACITY (recruiting new members)**



**As we prepare for this year's  
SOLIDARITY ACTIONS**  
as well as for many years to come of  
leadership and meaningful impact,  
**these tips for making your actions and  
events more successful will bear fruit.**


- **Make WILPF more visible**

**With  
LOGO'd SIGNS  
BANNERS  
IDENTITY COLORS**

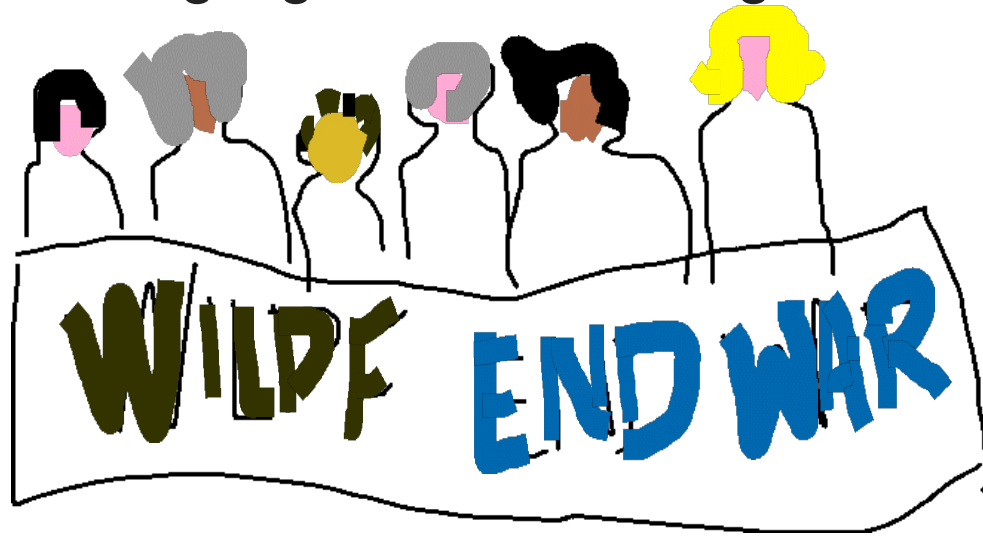


**Getting our name and our mission  
out in front is essential.**

A Banner identifies our organization and cause,  
**but may not be enough to show our solidarity.**



**Who are those women** huddled  
up on that street corner  
holding signs about Ending War?



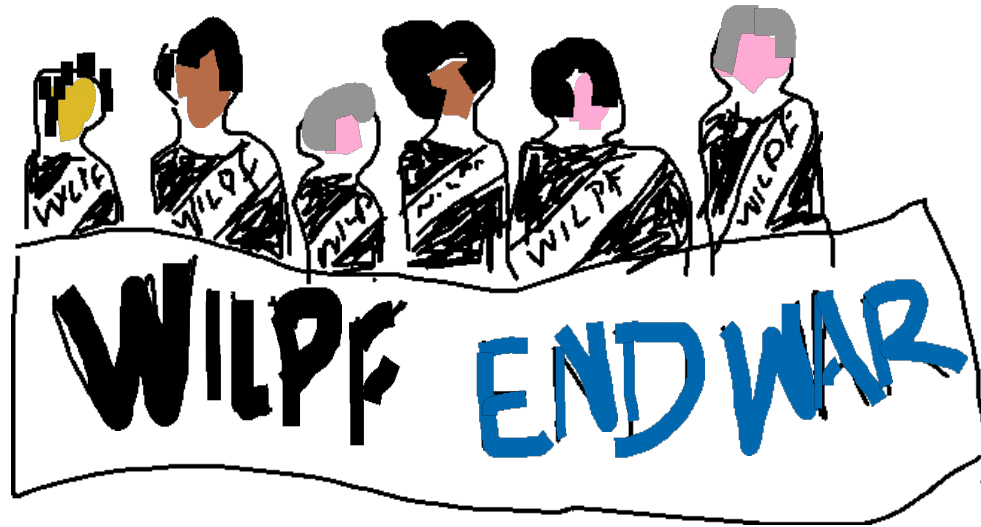
**Who are THOSE women** huddled  
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**Wear the same coordinated color**

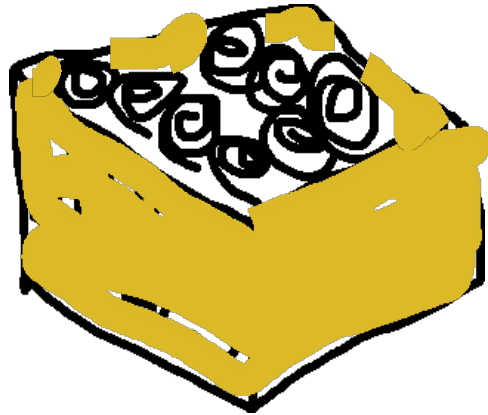


Who are those women huddled up  
on that street corner  
holding signs about Ending War?



**Wear WILPF Sashes**

You can order SASHES for your  
branch and have one or two  
people bring them to actions....  
**so they don't get lost  
or left at home.**



**Consider using our WILPF logo  
somewhere on EVERY sign,**

**...not just your banner.**

**You can pre-print our logo in various sizes  
then glue them onto printed or home made  
signs.**



**EMPOWERING  
WOMEN  
LEADERS  
SINCE 1915**

**Women's  
International  
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**WOMEN'S  
RIGHTS ARE  
HUMAN  
RIGHTS.**

**Women's  
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**LIKE  
THIS**





or  
**LIKE  
THIS**




Showing up on people's radar **FREQUENTLY** in your community is important.

Being visibly present **as WILPF** is critical.


Including contact info is vital.

**That means DOING things... and being SEEN doing them!**





PLANNING for a **successful ACTION**  
should usually start at least **3 months in  
advance.**



PLANNING for a **successful EVENT**  
should usually start at least **6 months – 1  
year in advance.**

**Most WILPF branches  
plan actions and events**

**no more than  
2 months - 6 weeks in advance.**





## Reasons:

- **too busy**
- **too overwhelmed**
- **'we only meet once a month'**
- **no helpers**



## In 2 months – 6 weeks

you can do no more than an **adequate** job ...  
repeating prior successes

- Involving the ‘usual suspects’
- Imploring the same cohort to do all the volunteer tasks
- Inviting your regular allies

**But you won't GROW the event or your capacity.**  
With more time you can accomplish much more.

*Time...*


*We can do nothing  
beautiful without it.*



# Imagine

what you could do  
with more time to plan...





You wouldn't  
have to do it all  
alone.

More time to recruit people  
to help.

**Not just members!**





**Develop a **planning  
committee...****

Then recruit friends, family,  
neighbors,  
and your members

**to help plan just  
1 EVENT**






## Ad Hoc EVENT Planning Committee **Advantages:**

1- You **broaden involvement** past  
your current members.

**Recruit who you need.**

2- You can **make it much more  
diverse** than your current membership.



3- **Expanded capacity:** Your members can **continue other branch work** while this committee meets in the background.

4- **More focus:**

This committee **can meet more often than once a month –**

in fact as the event approaches they **SHOULD** be meeting **very frequently** to cement plans.

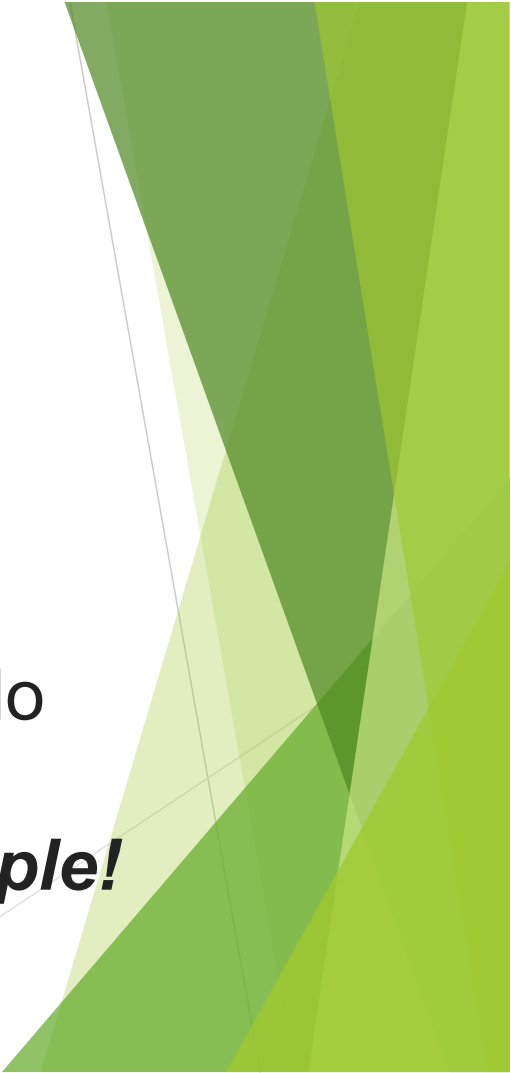


5- Diversified committee means **broadened outreach, bigger appeal, more attendees.**

**Insist that each ad hoc event planning committee member invite and encourage 5-10 attendee groups.**

- 6- You are depending on each committee member to use her own
- Credibility
  - Reputation
  - Personal Network
    - Initiative

to invite NEW PEOPLE YOU DON'T KNOW... to hear about this issue and WILPF for the first time.



So...you take advantage of **new networks of people** to get to  
**...MORE than the 'usual suspects'.**

You can't do that if you are using  
the same 3-5 people every time you do  
an event.

***You mostly all know the SAME people!***

# How many people should be on your ad hoc committee?

It varies,  
but **7-12 people is a good base.**

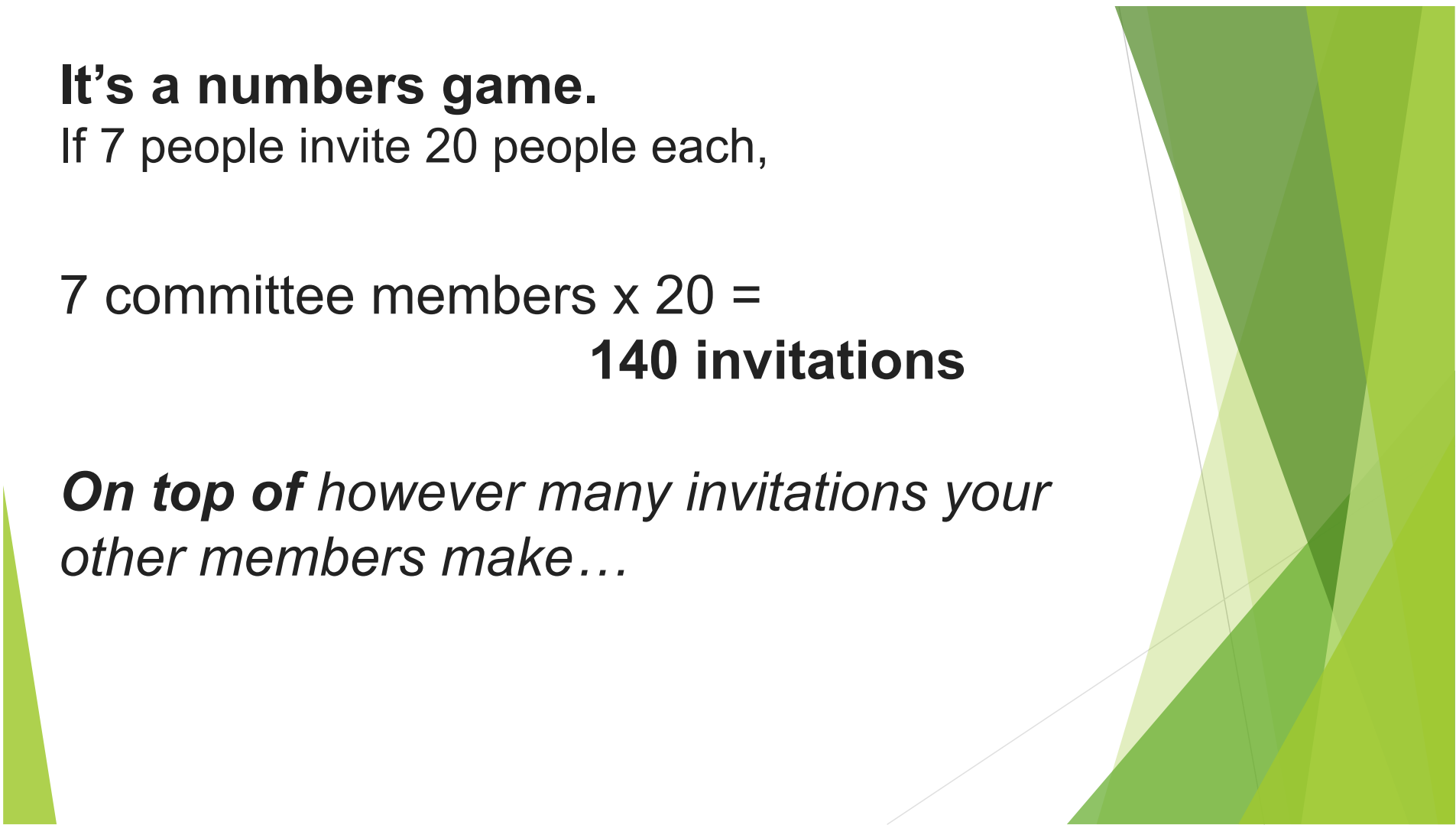
*And what would that get you?*

## **It's a numbers game.**

If 7 people invite 20 people each,

7 committee members x 20 =  
**140 invitations**

***On top of however many invitations your other members make...***



If each of the 7 committee members  
can get 5 of their friends to show up

$$7 \times 5 \text{ friends} = \mathbf{35 \text{ people}}$$

who might not have attended –  
or even ever heard about WILPF!

**Now 35 NEW people know about you!**

If 12 committee people invite 20 people  
each **that's**

12 committee members x 20  
**= 240 invitations**

***On top of your other member  
invitations...***

If 5 out of 20 people invited attend,  
**That's a lot of NEW people at your event.**

7 members x 5 yes = **35 NEW attendees.**

12 members x 5 = **60 NEW attendees.**



**Even if your attendance is  
LESS...**

**...think of the number of new  
people invited who will have  
HEARD of WILPF in your  
community!**

**That too is improved visibility.**

# A larger planning committee helps you **spread the work:**

- Media & Social Media Coordinator
- Co-Sponsorship Seeker
- Decorations Plans
- Signage Guru
- Speaker or Entertainment Coordinator
- Event Program Designer
- Internal Communications
- Food Planner
- Music/Arts Coordinator
- Event Treasurer
- SIGN Ups and FOLLOWUp

**Plan resources strategically,**  
A decorations person doesn't need  
to be a WILPF member to arrange flowers.



# **Balance branch members with outsiders on your ad hoc event committee.**

## **Use WILPF members for**

- financial records,
- internal communications,
- media spokespeople,
- followup with attendees.

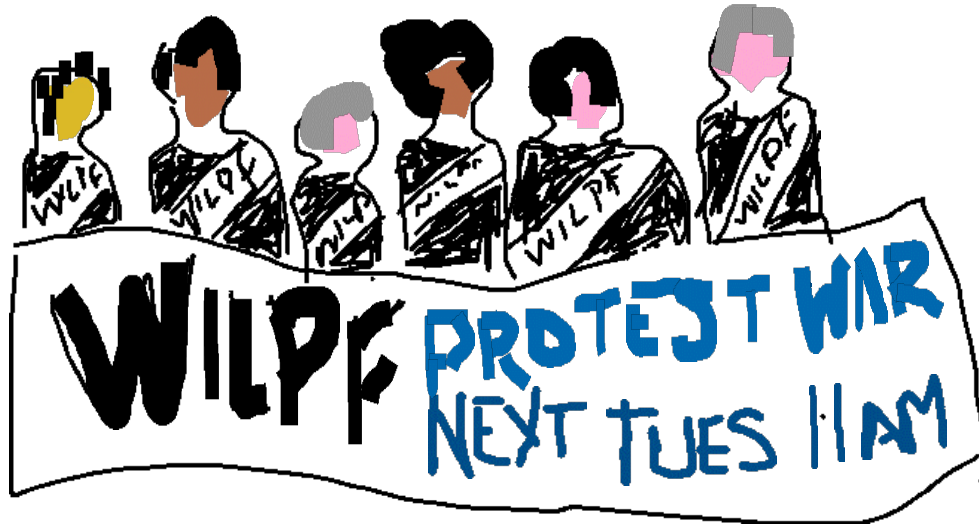


## PRE-PROMOTION EVENT

The week before your action or event, lay the groundwork... with a **pre-event** that reminds people to save the date and attend.

## Remember these gals?

Have them stand on the same street corner you'll be on next week  
*to remind people to show up!*



Distribute small 'bookmark size' **HANDOUTS**  
with all the details & your contact info.

Be sure to add info on your meetings -- time/  
place/date.



These work great  
for pre-event  
publicity at  
meetings and other  
events leading up...

## AT YOUR EVENT:

**Designate an official greeter** to chat up attendees and make sure they've signed in!





## AT YOUR EVENT:

**Designate one person to follow up**

collect SIGN UP SHEETS and  
communicate *right away* with  
attendees.

Thanks for standing with us Friday!  
Come to our next meeting - Tues the 28<sup>th</sup>  
at 7pm at the Library of Hugo  
WILPF

It's important to do  
**POST EVENT PLANNING too!**

WILPF is not just a virtual organization ...  
Not a flash mob. Not just a 1-trick pony.

You want folks to **sign on for a longer goal**  
and really **stick with you to achieve it!**

So that means **being PREPARED to lead!**

## AT YOUR EVENT:

Be ready to **announce the NEXT STEP**  
**people can take that you are leading.**

- A Pizza & Postcard Party
- A candidate bird-dog training
- A lobbying visit training
- A visit to a legislator's office
- A sign-making party with food & drinks
- Your next planning meeting

Use a handout with date/time/place of the next step  
action or event.

So when you decide to take on an  
**ACTION or EVENT**

**Get your calendar out...**

Plan a **TIMELINE** with PRE-Event  
work, DAY-OF Event work, and  
FOLLOWup Event work.

## **Decide up front what you hope to accomplish.**

Make it detailed and realistic, so you can measure later how close you came to success.

What impact or change should this event aim at?

- What is your attendance goal?
- Are you trying to change minds?
- Recruit members?
- Is this an event worth doing?

## Decide up front how you will measure success.

- Will you **use a survey** to gauge effectiveness?
  - How will you **manage Headcount**?
  - **Did folks learn** what you set out to teach?
- What **followup ACTIONS** will come of this event?
- Do your committee members feel it was **a success**?
  - What could you have done better?
- How many **NEW people** heard about WILPF?



## **Plot roles and responsibilities and be clear about expectations**

This will make it easier to recruit for the planning committee if they understand what you need.

**Clarity of tasks helps them feel good when they meet their goals.**

***Celebrate together every milestone reached!***



Once you have roles and timelines mapped out, **invite people to help who are good at what you need**, even if they are not (yet) members.




Shirley from church is a great writer! And Jan from work is great at project management!



**Remember you are asking people to  
serve on a **TEMPORARY Planning  
Committee... for 6-12 months.****

If they decide to stay with WILPF that's  
great, but they don't **HAVE** to join to help  
on the planning committee.

**Don't be afraid to ask for  
what you need. You've got an  
important goal to reach.**



**Form a planning committee** to turn over the  
nitty gritty details to...  
then meet **with them regularly**  
to check on their progress,  
help with any snags,  
assist to make them successful!


In other words.... *Lead!*

**It's up to you** to create a work environment for them that's fun, upbeat, and **gives them the support they need to be successful.**

**Keep reminding them of the big goal.**


### **Big Payoff:**

You don't have to do things alone, and **you'll reach WAYYY more people** than you would with just the usual 3-4 members working their butts off.



**Don't Work Alone...**  
and allow your committee to  
**THINK OUT OF THE BOX!**

That's another advantage of having a few new people on the committee who aren't bogged down by 'the way we've always done it'.



# You've got the **TIME** to **BE FLEXIBLE!**

For music, *of COURSE* you can have the Raging Grannies sing...

but how about also a **spoken word artist or poet** who will bring in their own fan base and really change the dynamic and tone of the event!

Planning months ahead leaves room for the newest possibilities, the hottest talents, adding arts and music to appeal to new folks.

**Planning Ahead also means you can attract funding for your event!**

**Funders want to know** what you are planning, how your event will create impact, how you'll measure success, and what new segments of the community will be participating partners.

# **LAYER your events to build on one another.**

A protest distributes handouts with info about the DATE & TIME for a legislative visit, larger protest, Teach-In or bird dog training.

At that next step you invite people to a social gathering to learn more about WILPF.

After that you invite them to your meeting and then you ask them to join.

**LAYERING** events & actions only works  
when you are planning ahead.

**It gives people more than one way to be  
involved.**

JOIN as members

Stand with you at protests

Attend a Teach-In to learn more.

&

**It demonstrates your commitment and  
momentum on an issue.**



**LAYERING** events & actions  
recognizes that people are busy...

but if they really want to DO SOMETHING,  
WILPF is able to lead by organizing  
repetitive efforts that make a difference.

**And we're not just doing 1 thing  
then going away.**

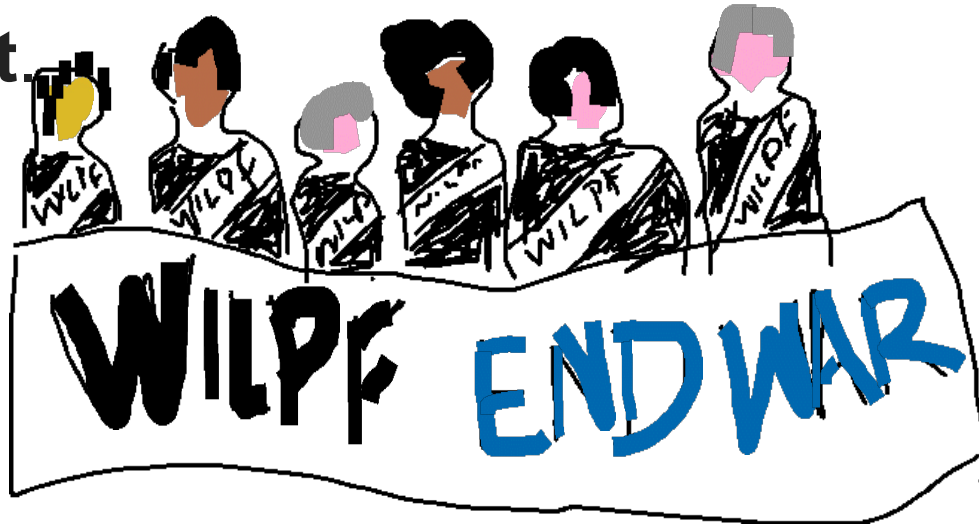
**LAYERING events & actions also  
allows us to plan ahead  
sufficiently,**

so allies old and new can

- find us,
- figure out how to align,
- help us connect in new ways with  
new demographics.



As we prepare for this year's **SOLIDARITY ACTIONS** as well as leadership and impact for many years to come, these tips for making your actions and events more successful will bear fruit.



**Onward  
Together  
Not One  
Step Back!**