

Collaboration & Event Planning

Catherine Gillette, Senior Grassroots Mobilization Organizer
Julia Morris, Policy Communications Associate

NETWORK Advocates Training

NETWORK Events



NETWORK Advocates Training

NETWORK Events



NETWORK Advocates Training

NETWORK Events



NETWORK Advocates Training

NETWORK Events



Why Host An Event

- Educate
- Organize
- Lobby



Types of Events

- Rallies
- Vigils
- Marches
- Canvassing
- Panel discussion
- Speaker
- Documentary screening
- House party
- Be creative!



Be Strategic

- Why are you hosting the event?
- What do you hope to accomplish?
- Who is your audience?



Be Creative



NETWORK Advocates Training

Sassy Sister Spirit



Steps to Planning a Successful Event



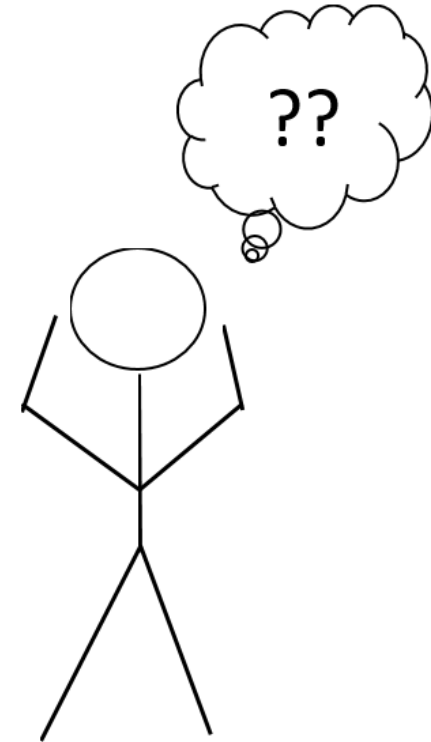
Consider Collaboration Partners

- Who shares your values?
- Who else cares about your issue?
- Who is directly impacted by your issue?
- Who might be able to contribute resources to support your work? (Time, space, people, materials, connections, money, etc.)
- Who has the ability to influence your legislative target?



Collaboration Challenges

- Poor communication
- Different communication styles
- Lack of relationship/trust
- Transactional relationships
- Tokenism
- Cultural differences
- Diversity of backgrounds, experiences, knowledge base, perspectives, and priorities
- Power differential



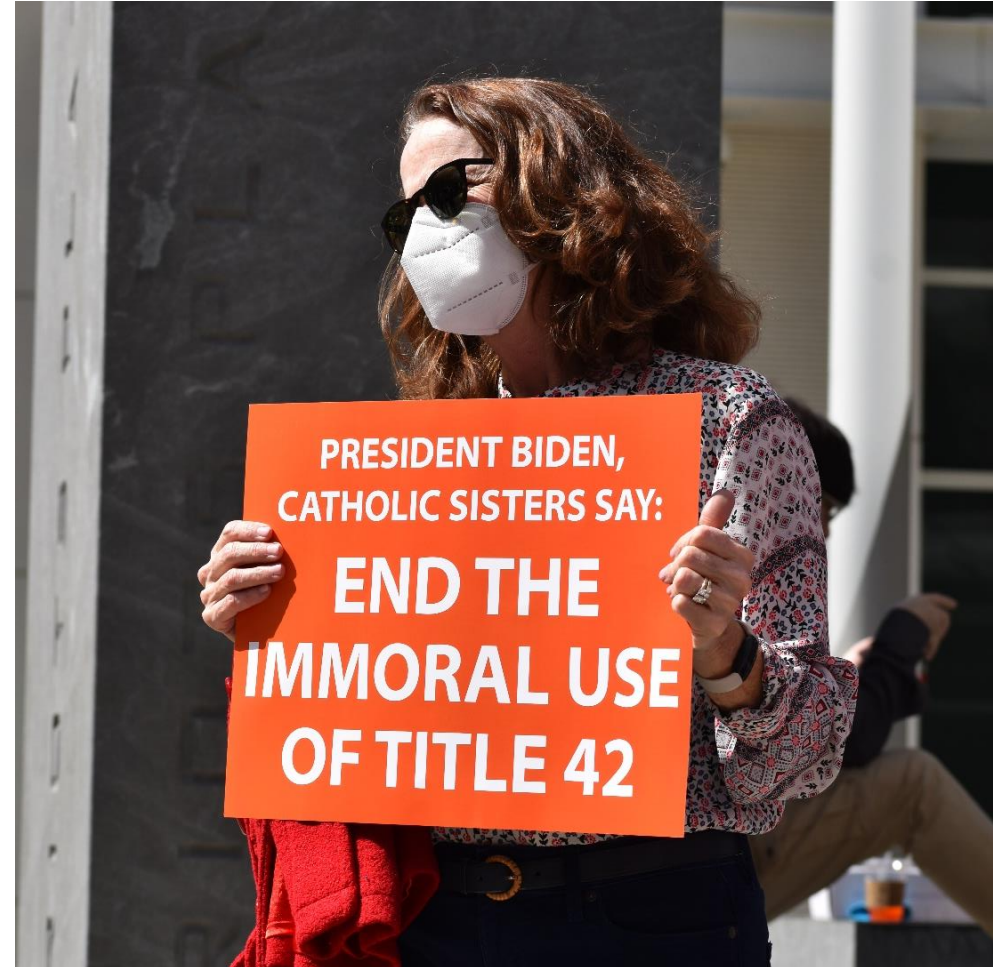
Collaboration Rewards

- Stronger together
 - Numbers/turnout
 - Influence (public, media, MOC, etc.)
- Diversity of backgrounds, experiences, knowledge base, perspectives, and priorities
- Impact is greater
- Relationships
 - Build new
 - Grow in existing



Start Making Plans TOGETHER

- Convene a working group
- Choose date, time, and location considering...
 - Conflicts
 - Corresponding dates
 - Timing
 - Visibility
 - Size of gathering
 - COVID precautions
 - Accessibility



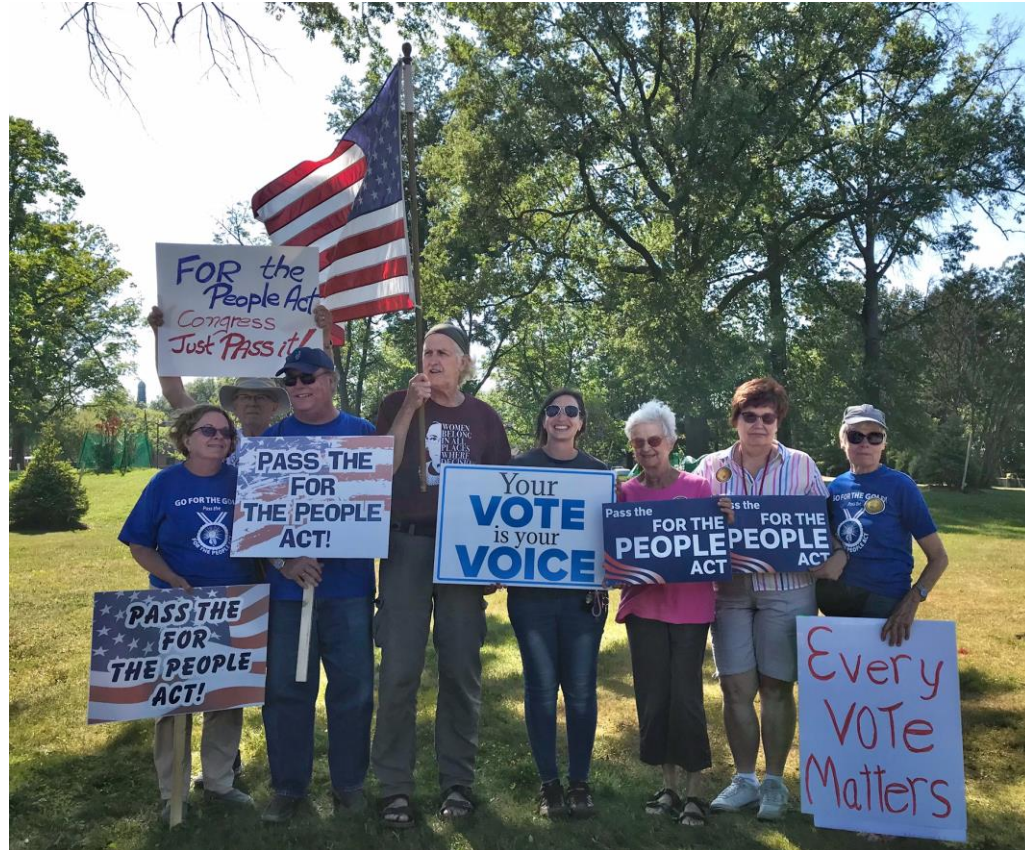
...continued

- Parking
- Public Transportation
- Permitting requirements
- Symbolic/relevant locations
- Impact



Planning Your Event

Keep your
message
FOCUSED!



Planning Your Event

- Develop a Run of Show
- Line up speakers (if appropriate) and prep
 - Impacted community members
 - Community leaders
 - Faith leaders
 - Elected officials
- Consider interpretation



Planning Your Event

- Think through logistics
 - Sound system?
 - Permit?
 - Roles?
 - Materials?
 - Funding?



Planning Your Event

- Create a toolkit
 - Branding
 - Talking points
 - Templates
 - Social media plans
- NETWORK can help!!



Planning Your Event

- Promo Your Event
 - Your members/email list
 - Personal connections
 - Partner members/email lists
 - Media/social media
 - Know your platforms
 - Use it relationally
 - Build momentum/campaign
- Registration?



Planning Your Event

- Finding Press Contacts
- Building Press Relationships
- Contact the Media
 - Create a press advisory
 - Send 3-5 days out
 - Send reminder
 - Call day off
- Consider: What makes your event compelling? Timely? Unexpected?

MEDIA ADVISORY: December 13, 2021 |
Contact: Colleen Ross | cross@networklobby.org | 202-601-7877

115 Faith-Based Organizations Call on World Trade Organization Member Countries to Enact Waiver of Intellectual Property Barriers and Increase Global Access to Vaccines Before End of Year

Virtual Press Conference on WTO TRIPS Waiver with Faith Leaders

WASHINGTON, D.C. – Leaders from the global faith community will release a letter signed by 115 organizations, representing five world faith traditions, calling on World Trade Organization member countries to act before year's end to waive Agreement on Trade-Related Aspects of Intellectual Property Rights rules. The faith community will spotlight the moral necessity of increasing access to COVID vaccines and treatments.

Countries instituting discriminatory travel bans that harm the people and economies of low and middle-income countries will not end the COVID-19 pandemic. Only increased global access to vaccines can. The rising COVID-19 Omicron variant illustrates that COVID-19 cannot be defeated until people on every continent are vaccinated, ending racial and economic health disparities. Read the text of the letter [here](#).

WHO: **Rev. Adam Russell Taylor**, President, Sojourners
Rev. Dr. Angelique Walker-Smith, Senior Associate for Pan-African and Orthodox Church Engagement, Bread for the World
Fr. Charles Chilufya, S.J., Director, Jesuit Justice and Ecology Network Africa
Dr. Pauline Muchina, Education and Advocacy Coordinator, Africa Region, American Friends Service Committee
Dr. Azza Karam, Secretary General, Religions for Peace
Imam Saffet Catovic, Head of the Office for Interfaith and Community Alliances, Islamic Society of North America
Huma Ikramullah, Secretary General, Religions for Peace - Pakistan
Lori Wallach, Director, Public Citizen's Global Trade Watch

WHAT: Virtual Press Conference

WHEN: Monday, December 13, 2021
12:00 Noon Eastern / 9:00 AM Pacific

WHERE: Zoom – [Register Here](#).
https://us02web.zoom.us/webinar/register/WN_4q5XZhPaQZOo_vAz_toAjQ

###

Planning Your Event

- Final prep call
- Send reminders



Hosting Your Event

- Arrive early
- Start on-time
- Be mindful of time and length
- Staging
- Counter protesters or trolls



Hosting Your Event

- Social Media
 - Photos of speakers & event
 - Livestream
 - Live tweeting
 - Handles
 - Hash tags



Hosting Your Event

Enjoy it.



NETWORK Advocates Training

Following Your Event

- Debrief
- Close the loop
- Follow-up with attendees
- Social media



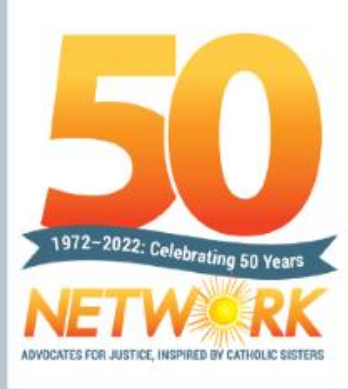
Questions??



Roleplay!

Scenario: Your Democrat Senator is co-sponsoring a bill that would welcome Ukrainian refugees while doubling down on blocking Black and Brown migrants at the Southern border. Their explanation was, “We need strong border security to protect our communities and keep out the cartels and human traffickers.”





Questions?

