

ENGAGEMENT TOOLKIT

Step 1 – Identify Members of Local Planning Committee (date: _____)

Build a Local Planning Committee to ensure that the workload in planning a community event is shared amongst community partners (see page 2).

Step 2 – Consider the Goal of the Community Event (date: _____)

Through the Push for Change on-line fundraising platform, we recommend you use Joe's visit as a catalyst for fundraising, celebrating the trek accomplishments, raising youth homelessness awareness, or a combination of all three. We hope that you embrace your local culture in the planning of your community event. Is your community the lobster fishing capital of Canada?....Why not stage a lobster cook-out fundraiser? If your community is known for its established hiking or walking trails, perhaps a walk-a-thon is the right fit. Your community celebration offers a wonderful opportunity to showcase the incredible talent, cultural richness and diversity in your community. We encourage you to create an event that generates excitement and enthusiasm for all ages and audiences, while celebrating and capitalizing on The Push for Changes' involvement. The event possibilities are endless! Be creative! Use our engagement ideas, add to them, or design your own!!

Step 3 – Select a venue (date: _____)

We recommend a venue that coincides with your chosen activity, if you are planning a fundraising dinner, then a hotel ballroom might be most appropriate, if it's a conversation with leaders, then perhaps the local library would be ideal, but if it's a baseball game or golf tournament, then of course the 19th hole becomes the place to gather.

Considerations:

Indoor location for inclement weather - Power supply - Accessibility for all - Parking for Push for Change vehicles

Step 4 - Finalize your event (date: _____)

Marie McDonald, Campaign Manager, will work with you over the coming months to understand the run of play for your community event to ensure Joe's participation is fully integrated. Joe is available to participate in your community event in various capacities. You may prefer that he deliver an inspirational speech or converse with community volunteers - he is happy to fit in where appropriate.

Step 5 – Market your Event (date: _____)

The Push for Change team will provide you with various electronic templates, such as posters and banners that you can utilize to help market your event. Your community event will also be provided with a Chimp Fundraising event page template. Photos, special guests and an event description will all help build excitement for your coming event. Your event will also be included on our on-line live calendar.

Step 6 - Event goes live (date: _____)

The Push for Change team will advise of their expected arrival time at your event. Allowing Joe between 15-30 minutes to share his message will be essential. Where possible, an LCD projector and screen will be useful for a power point presentation Joe will display from his laptop. Coordination with Marie McDonald will confirm these details specific to your event.