



Event Planning

A Guide for Local Committees

Public engagement contributes to WUSC's mission by increasing the number of people informed on global issues, and the number of individuals concretely taking action to support the achievement of WUSC's vision.

WUSC's vision is a **better world for all young people**. It is a more inclusive, equitable, and sustainable world in which all young people, especially **women** and **refugees**, are **empowered** to secure a good quality of life for themselves, their families, and their communities.



EDUCATION - access to and benefits from inclusive, quality education opportunities from primary to post-secondary



ECONOMIC OPPORTUNITIES - access to and benefits from fair, decent, and fulfilling employment; sustainable livelihoods; and inclusive economies



EMPOWERMENT - access to and benefits from inclusive leadership, civic engagement, and decision-making opportunities locally and globally

Local Committees contribute to this vision by engaging their campus and their communities on global issues WUSC is working on, through these 3 public engagement campaigns:

Forced Migration

70 million people are forcibly displaced worldwide, 26 million of whom are refugees. Only 1% of refugees have access to resettlement or post-secondary education opportunities. Local Committees raise awareness about these global issues and how they are making an impact on their campus through the SRP, and about how newcomers of all backgrounds strengthen Canadian communities.

The goal of this campaign is to engage Canadians in refugee resettlement and education, and help build welcoming communities for all newcomers to Canada.

Girls' Education

Managing expectations of household work and family care, displaced and conflict-affected girls often miss classes or drop out of school altogether. Education is critical for a brighter future. It can enable girls and women to overcome the many barriers they face in their day-to-day lives. Let's help girls access education and support them to reach their full potential!

The goal of this campaign is to raise funds to support initiatives that help provide quality education to displaced and conflict-affected girls.

One World

The most marginalised people, particularly women and youth, are often excluded from economic and social development, thus preventing them from securing a good quality of life for themselves, their family and their community. Yet, these women and youth are the driving forces behind social change, and when empowered, contribute to building more inclusive, equitable and sustainable communities. What concrete actions can we take to support the social and economic empowerment of women and young people overseas?

The goal of this campaign is to improve understanding of global issues among people in Canada, and to engage them to actively participate in women and youth's social and economic empowerment.

Event Planning Steps

You work hard to raise awareness and funds for pressing global development issues on your campus. We know it can be difficult to plan and implement campaigns on top of your academic work and part-time jobs, all while still having some sort of a social life! This is why we have developed this tool, to help you identify concrete objectives and guide you through the planning steps so all goes smoothly!

1. What is your objective?

How can this particular event help you reach the ultimate goal(s) of the campaign, and contribute to WUSC's vision? Ensure you have SMART objectives : **s**pecific, **m**easurable, **a**ttainable, **r**elevant, and **t**imely.

Examples include:

- Raise \$1,500.00 for access to education for refugee girls
- Pass a referendum to increase the yearly contribution of students to the Student Refugee Program by \$2.
- Increase the offer of fairtrade products on campus to include coffee, tea and flowers.

1. _____

2. _____

****Consider:** Setting "raising awareness" as an objective can be difficult to track, which makes it difficult to determine whether your efforts are achieving your desired results. Instead, try to rephrase the goal to better reflect the behaviour change that you ultimately want to see from your awareness raising efforts. This will make your desired outcome more tangible, which will in turn make your evaluation process much more manageable!*

2. What is your key message(s)?

Establishing your key messages upfront helps to ensure your message is clear and consistent. Use these key messages to develop all future materials, such as your social media content, media kit, and online fundraising platform. Use these messages to go beyond the '**what** your event is for' and get to the '**why** this event is happening'.

**Be sure that the key messages you craft will help you raise awareness responsibly, and are respectful to others.*

Examples:

- Canadian societies are enriched and strengthened by the divers experiences and skills newcomers can contribute to their communities.
- Displaced and conflict-affected girls can reach their full potential when they have access to quality education.
- As consumers, we have the power to contribute to women's economic empowerment by purchasing Fairtrade products, or asking for them when they are not available.

1. _____

2. _____

3. Who are potential partners?

Having one or more partner groups or organisations can increase the visibility and the impact of your event. Identify other organisations and groups on campus or in your community that would be interested in helping to share your key message.

1. _____
2. _____
3. _____
4. _____

4. Who is your target audience?

There are many different groups whom you can engage on your campus and in your community to achieve your objectives: fellow students, faculty members, staff, alumni, community leaders, local businesses, politicians, community members, and more! Consider which target audiences are most relevant for your particular objectives and list them below. Then start brainstorming about the interests and/or needs of each audience, to help guide how you plan to engage them.

Target Audience	Interests

5. Your event

Now it is time to put it all together! You have a key message and a target audience - what would be the best way to reach that audience around the key message to achieve your main objective?

**See the end of this planning guide for a few ideas of events you can plan!*

What?	When?	Where?

7. Evaluating Success

Measuring the success of your event can be difficult. That is why you developed SMART objectives to guide your evaluation (remember the 'M' stands for measurable!).

- **Informed:** _____
How many people received information about your event and the key messages you communicated? (e.g. number of students who stopped by your table)
- **Engaged:** _____
Number of individuals who took action after hearing about your key message (e.g. number of individuals who donated to your campaign)

Report these numbers, as well as the date and details of your event on [MyCommittee](#) to build your Local Committee's institutional memory and enable WUSC to share your success with our funders and followers!!

Make time during a Local Committee meeting to reflect on your event as a team: Was your objective achieved? If yes, what made it a success? If not, what could be improved? How did people react to your event? Document your evaluation to be able to refer to it and share the information with future Local Committee members who would like to plan similar events.

If your event was a success, consider making it a signature annual event!