



Plan Your Event!

➡ **1. Establish a Planning Team:** Gain support for the event from your principal/ adviser/ other key leaders. Form a team with volunteers, or other organizations you may think are interested. Clearly define and divide roles and responsibilities among a few team members, and meet regularly for event planning.

> **Event Leader:** Oversees the event's activities and timeline; organizes communication among team members; manages all aspects of event planning.

> **Activities and Event Logistics Coordinator:** Manages event activities, including food, games, and prize planning; gathers necessary supplies; coordinates logistics for the event.

> **Volunteer Recruiter Coordinator:** Recruits volunteers and helps ensure the event runs smoothly; creates a job list with volunteer names next to each task (e.g., greet and register guests, provide support for activity areas, take event photos, hand out refreshments).

> **Promotions Coordinator:** Places Geography Awareness Week posters in and around schools and throughout communities; coordinates invitations; connects with event partners and sponsors; contacts local and national TV, radio stations, and newspapers.

➡ **2. Schedule Your Event:** Allow two months to plan the event. Consult with school administrators, or other appropriate officials when selecting a time and place for your event.

> **When?** Determine a date and time on the weekend or after school and work during Geography Awareness Week, November 14-20, 2010.

> **Where?** Depending on the event, your desired location will change.

■ **Freshwater Trivia** can be played as a family or in a classroom, in a day care or community organization, or a trivia night can be held in a bar or restaurant or somewhere on campus.

■ **The 3.7 Mile Walk for Freshwater** can be held at a school track or in a route through a community. Discussion with school or city officials is likely necessary when planning your route and possibly diverting human and vehicular traffic around the time of the event.

- **The Freshwater Fair** can be held in a convention center, at a park, in a school gymnasium or along a street.

- A **watershed cleanup** can be held almost anywhere. Your watershed is all around you, even if you're not directly near freshwater. Cleaning up any part of this watershed will be helpful and fun!

- **National Geographic Map Kit Activities** can be done in a classroom or as a family. College students can partner with a local school and complete the activities with the younger school children. National Geographic Map Kits can also be completed at a playground, or in a courtyard, cafeteria or gymnasium.

➡ **3. Plan Your Event:** Meet with the planning team, and select activities from the event list.

> Involve your community! Have your Activities and Event Logistics Coordinator work with the Promotions Planner to partner with local libraries, businesses, and community organizations. Think creatively when talking with potential event partners.

- Ask local food companies to donate refreshments
 - Decide what supplies and materials you'll need for your event. (ie: posters, shirts, prizes, waivers, registration papers, etc).
- Provide local and school libraries with the Freshwater Book List and ask them to promote it through book corners, story times, book clubs and displays.
- Ask local businesses to sponsor your event by providing prizes, supplies, or donations.
 - Add a fundraising aspect to your event by raising money to benefit a variety of freshwater organizations that can be identified in National Geographic's Freshwater Action Atlas.

➡ **4. Promote Your Event:** Spread the word! Build excitement with students, parents, teachers, and community members!

Distribute flyers that advertise the time, location and description of your event.

Put up Geography Awareness Weeks posters and signs throughout your school, local libraries, businesses, and community organizations (hospitals, after-school care, etc.).

> Feature Geography Awareness Week in your school's newsletter, local papers, on radio stations, etc.

> Promote the fundraising aspect of your event. Companies have an easier time serving as sponsors if they know proceeds are going to a charity. Also, media will be interested in both the nonprofit organization benefiting from the event and the organization/club/school displaying such a commitment to the global community.

➡ **5. Wrap-Up Logistics** before the big event: Two weeks before the event, arrange for at least two wrap-up meetings with your planning team.

> **Activities and Event Logistics:** Have all the activities been confirmed, supplies gathered, and ample space mapped out for each activity? Have the proper officials and administrators been contacted? Do you need event participants to sign a waiver?

> **Volunteers:** Have enough volunteers joined the event team and accepted positions of responsibility? Are all the activities covered?

> **Promotion:** Are students, parents, faculty members, and community members excited about the event? Have posters been placed strategically throughout the campus, school and local community? During the week before and the day before your event, make reminder calls to the media, send reminder notes to faculty, students, teachers, business leaders, related organizations, parents, etc.

> **Photos:** Assign one or more still and video photographers to the event.