



RAVEN

Stand Strong with Wet'suwet'en Yintah

**EVENT
ORGANIZER
HANDBOOK**

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Introduction

Are you thinking about raising funds for the Wet'suwet'en Nation? Fantastic! We appreciate your enthusiasm to actively support the protection of Indigenous rights and the environment.

RAVEN (Respecting Aboriginal Values & Environmental Needs) is a registered charity and a 501-c charity in the US. We follow all federal and provincial laws, including all CRA guidelines for third-party events. For example, there are some strict laws around Charitable Tax Receipts and you will want to get a handle on those prior to your event.

Please visit <https://raventrust.com/get-involved/> and fill out the event organizer form along with the Third Party Events agreement to get started!



4 Steps to get you started

1 Dream up your Event

How you choose to fundraise will be guided by your time and finances, the type of community you live in and your own interests. Because you are raising funds for First Nations legal challenges against Coastal GasLink, you may want to include an educational component to your event - informing attendees about these legal challenges and why they are important. Your event can be something small like a dinner party or something big like a music night.

2 Build your team

Don't go it alone. Even putting on a small event can be a lot of work and there are people all around you who can help make your event a success. Talk to friends and neighbours, and reach out through your networks. Delegation is key!

3 Set a Goal

Set an attainable fundraising goal. A goal can motivate you, and inspire those around you to help out. Your goal will become a part of the story you tell to your community. Many small amounts can add up to big sums.

4 Make a Plan

Be sure to write everything down. The most important things to jot down are the big decisions, and specific action item. Write out a plan – week by week – that includes what needs to be done and who is going to do it.

Fundraiser Ideas

- Dinner
- Live music night
- Guest speaker
 - Bake sale
- Silent auction
- Quiz night
- Karaoke-a-thon
- Dance party
 - Run
 - Raffle
- Poetry reading
- Film night

EXAMPLE: If you want to raise \$1000, and you charge \$10 per person at your event, then your goal is to have 100 people show up.

Be flexible. Your plan will probably change as you go along.

Your plan should include event logistics like a sound system; accessibility; photography; sponsorship; and event promotion. Having a detailed plan helps you figure out how much preparation time you will need to put on a great event, and it will keep everyone accountable - if you are working with a team email the plan, or make a document which everyone can edit.

Find an event planning checklist on pages 7 & 8!

More essential considerations

Respecting and Involving First Nations

Reach out to First Nations in your area and ask if they'd like to be involved from the very beginning. By holding a fundraiser to support First Nations legal challenges against Coastal Gas Link, you are standing in solidarity with communities on the front lines and showing your support in a tangible way. If you like, your event can also be an opportunity to build relationships with the First Nations where you live.

If you don't have contacts, a good place to start is to call your local Friendship Centre and ask. Or go in person. To be respectful, don't send an invitation at the last minute; give as much advance notice as you can. Ask what the proper protocols are, and be prepared to be flexible as needed. If you are unsure about how to begin, start with a phone call.

Budget & Sponsors

Figure out how much the event will cost and strategize about how you can keep your expenses as low as possible.

Ask individuals and/or local companies for donations of supplies for your event. For example, grocery stores will often donate food if they're given enough advance notice (usually a month or more). Sponsors may cover some, or all, of your event costs in exchange for promotion of their business as the event sponsorship can be a win-win arrangement providing businesses with an opportunity to participate in a meaningful way in their communities. Think carefully about what company would make a good fit with your cause and be very clear about the terms of the arrangement. It's a good idea to have one person in charge of keeping track of the money.

Spread the Word!

Promotion and Outreach

They say people need to hear about an event in three different ways (on the radio, on Facebook, or a poster) for it to stick. If you live in a small town where you know everyone, you may already know how to get people to come to an event. In places big and small, it's usually a good idea to get a charismatic mover-and-shaker to commit to coming and spreading the word.

Online



Create a Facebook event page and send the link to everyone you know. Invite local First Nations, community groups, and environmental organizations. Keep the page active leading up to the event.



Use Twitter or Instagram to post event details, relevant photos and ways to participate. Make contact with groups or individuals in your area who can help spread the word.



Offline



We have team members that can work with you to make a poster for your event OR, make your own from our [allies toolkit](#). Put posters up around town anywhere you think people who would be interested in your event might frequent. Many places have public notice boards including community centres, libraries, universities, coffee shops, laundromats, workplaces.



Contact your local radio stations and ask them to put out public service announcements.



Send a news release to local media a few days before the event. If you know local reporters, tweet them and send them a press release a week ahead of the show.



Sitting down with a group of people, a bunch of phones, a list of phone numbers, and calling people to remind them/tell them about your event. Write a simple script to make it easier for someone less familiar with the issue and give them a chance to practice.

The day or night of the event

Taking Photos

Designate one person to take photos throughout the event. Quality photos can be used for social media, blog posts, media coverage and thank yous.

Social Media

Live tweet, using the hashtags from our [social media toolkit](#). Post photos and quotes or stories to Facebook. Social media builds community and can be a great way to challenge other communities to host an event of their own.

Collecting Donations

How do you go about collecting the money? You can start by explaining the issue (in this case, First Nations legal challenges against Coastal GasLink), and explain why your fundraiser is important. Then, make the “ask” (ask people for money). Consider finding someone willing to publicly announce a big donation, to encourage others who have the means to do so to consider doing the same.

Provide a variety of ways that people can give – passing a hat around, raffle tickets, auctions, accepting cheques and credit cards, directly to your online fundraising page at the event. **Cheques should be made out to RAVEN, and remember: all donations are tax-deductible!**

Most events can be made accessible to everyone. For instance, you can make admission by donation, with a jar and a greeter by the door.

After the Event

Tell your Story

Update your Facebook, Twitter and any other online pages with photos, totals raised, thank yous to volunteers and sponsors and any other event follow-up details. The sooner you do it, the more exciting and relevant it will be. Write letters to the editor and/or follow up with local reporters to let them know how your event went.

Thank yous

Send personal thank yous to volunteers, sponsors and where possible, attendees, to let them know how much was raised and where their money is going. It's important to show gratitude, and it will help people feel a part of the movement. One of the best things about organizing something like this is the connections you make and relationships you build. Building strong connections in our communities is an important part of our work.

Celebrate!

Get your group together after the event is over, share some high-fives, and talk about what went well, what could have gone better (don't point fingers!), and what comes next. It's a great idea to write down what you learn and have those notes ready for your next event.

Submitting Donations

Submit online via credit card or PayPal through your own online fundraising page, or at raventrust.com/wetsuweten

Please make
cheques out to
RAVEN and
write
Wet'suwet'en
on the memo
line

Send cheques by mail:

RAVEN Trust

Leah Ritch

509-620 View Street

Victoria, B.C. V8W 1J6

Contact RAVEN Trust if you need any further assistance. info@raventrust.com | (250) 383-2331

Sample Event Checklist

Event Name: _____

Event Date: _____

Fundraising Target: _____

Staff/Volunteers Involved: _____

Task	Who is doing it?	Deadline	Completed
6 Weeks To Go			
Reach out to local First Nations, ask if they want to be involved.			
Plan brainstorming/planning meeting.			
5 Weeks To Go			
Develop event plan, budget and assign roles.			
Search for and invite speakers, artists & MCs.			
Search for venues.			
4 Weeks To Go			
Reserve venues.			
Set up online fundraiser page, save the URL and paste it into event promos + FB page.			
Design poster.			
Design flyers.			
Determine A/V needs.			
Talk to local businesses about endorsements or sponsorships.			
3 Weeks to Go			
Print posters.			
Print flyers.			
Compose and send email to networks and list serves.			
Create Facebook event and start updating.			
Corfirm speakers, artists, MCs.			
Arrange A/V equipment rentals (speakers, microphones, projector, screen etc.)			

Task	Who is doing it?	Deadline	Completed
2 Weeks to Go			
Put up posters around town.			
Organize food/refreshments			
Send event info to newspapers and other listings.			
Write Media advisory/press release.			

1 Week to Go			
Call/text friends, visit neighbours, spread the word!			
Work with team to plan logistics re:set-up/			
Social Media updates			
Call or email TV/radio media			
Buy thank you gifts and cards.			
Make plan for volunteers needs at event.			

Week of Event			
Send Media advisory/release.			
Make agenda for event.			
Have materials ready for event.			
Make backup flashdrive (if you have powerpoint presentation)			
Reminder email to network and listserves.			
Designate media spokesperson.			
At the event			
tents/chairs and other equipment.			
Laptop and other A/V equipment.			
Bringing thank you gifts to speakers.			
Coordinator volunteers.			
Live updates on social media; share fundraiser URL			
Setting up A/V equipment.			
Testing A/V setup.			
Greeting guests.			
Setting up food/refreshments.			
Managing donation collection throughout event. Use fundraising page for credit card donations.			
Photographer			
Waste disposal and clean up.			

Week After Event			
Debrief meeting.			
Send thank yous and photos to RAVEN!			



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