

# TOOLKIT:

# I ARCTIC

## I ♥ Arctic event checklist

### GETTING STARTED



- Recruit your core team – ask your friends, fellow group members, study buddies to join in your project Invite your team to a first meeting and set the frame for your event
- What kind of venue would be best for your event?
- Brainstorming: What will make our event special? How can we best mobilize for the event?
- What are the volunteer roles that you need filled (What will you delegate? To whom?)
- What is your project timeline? Milestones?
- Register your event at [www.savethearctic.org/ILoveArctic](http://www.savethearctic.org/ILoveArctic)

### 6 WEEKS PRIOR



- April 20th is the date! Anything else big going on that day?
- Secure the location for your event - get a site permission/ permit/ make reservations
- Set attendance goals
- Begin researching speakers, bands, photographers, etc.
- Make a media list for your event (newspapers, local radio stations, regional TV stations)

### 5 TO 3 WEEKS PRIOR



- Focus on mobilization and recruitment (see: Toolkit: Recruitment plan for your I Love Arctic event)
- Scout the event location (where will the picture be taken from? See: Toolkit: How to make a human banner)
- Secure speakers, photographers, bands, etc.
- Create banners and write out a plan on how you will quickly form the “I ♥ Arctic” for the photo (See: [Toolkit: How to make a human banner](#))
- Develop clear backup plans for bad weather, short notice cancellations of bands or speakers, etc.)

### 2 WEEKS PRIOR



- Recruitment – are you on track?
- Delegate roles and train your volunteer leaders
- Develop a list of materials needed on the big day
- Food and water plan (order it, create a time to buy it/ get it donated/ pick it up)
- Secure equipment (podium, microphone, etc.)
- Touch base with your speakers, prep them and help shape their speaking content
- Set the agenda for event
- Confirm your location

## 1 WEEK PRIOR



- Core group prep meeting
- Check in on tasks that have been assigned
- Plan for final recruitment push
- Create a final to do check list
- Share and discuss everybody's' event vision
- Make sure everyone knows what they should be doing when
- Finalize the agenda
- Check in one-on-one with volunteer leaders (clarify roles)
- Touch base with your speakers
- Sign-in sheets are printed
- Prep your materials (banners, t-shirts, signs, stickers, etc.)
- Messaging training for your spokespeople or media representative - prep other volunteer leaders to direct press to media representative (see: [Toolkit: Guide to getting media coverage](#))
- Write up what you want to tell all attendees at your event (your key note) or assign a member of your team to take on this task
- Think through any remaining logistics (ex: Where will recycling be? Did we think of clean up equipment?)

## 3 DAYS PRIOR



- Make press calls (see: [Toolkit: Guide to getting media coverage](#))
- Try to place event announcements in the local radio program and local newspapers. Try to invite yourself to a radio interview one day prior to the event
- Prepare press packets and include press release, fact sheets
- Confirm your speakers
- Start confirming your attendees (use assumptive tone, make sure they know the purpose of event, how to get there)
- Final recruitment - Phone bank the next three days to confirm folks attendance

## 2 DAYS PRIOR



- More press calls
- Final materials prep and production
- Continue confirming attendees
- Confirm core volunteer leaders

## 1 DAY PRIOR



- Practice speeches/talking points with speakers, make sure they know agenda and when to arrive
- Finalize confirming attendees
- Make sure volunteer leaders are clear about their roles during event and where they should be when
- Final checklist run through
- Brainstorm "what could go wrong?" and preempt a plan for it
- Final press calls
- Final materials check
- Sleep!

## APRIL 20TH I ♥ ARCTIC



- You = calm! (Even if you have to fake it!)
- Volunteer leaders arrive at least 1 hour before you really need them to be there
- Put up directional signs
- Sign-in table/ clipboards prepared
- All logistics (stickers, campaign info, food) ready well before event
- Be ready to communicate between on the ground folks and the photographer
- Volunteer leaders are clear about their roles during the event and where they should be when
- You are ready to troubleshoot
- Control the tone (if things need to change, make the call, make the change, etc.)
- You or a volunteer take pictures and check the images to make sure they are strong
- Any press is directed to a media rep
- Take the I ♥ Arctic human banner photo from the birds-eye view position
- Attendee experience is positive and they want to volunteer in the future!
- Make sure the event has a clear end
- Choose, upload and send photo to [IloveArctic@greenpeace.org](mailto:IloveArctic@greenpeace.org)
- Debrief with volunteer leaders – celebrate success!

## THE DAY(S) AFTER



- Call and thank new volunteers, set up a time to have a one-on-one meeting or launch them into the next event
- Call and thank volunteer leaders
- Send any extra photos, media outcomes, and anecdotes to [ILoveArctic@greenpeace.org](mailto:ILoveArctic@greenpeace.org)
- Debrief the event with your team of volunteers – discuss how it went, what worked, what can be improved the next time around. Ask if you achieved your goals, did you build your group?

Thank you for making your I ♥ Arctic event happen!

Your I ♥ Arctic team at Greenpeace

Ethan, Raquel, Dan, Eoin and Markus

