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

6 WEEKS PRIOR

- April 20th is the date! Anything else big going on 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

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

THE DAY(S) AFTER

Ο Call and thank new volunteers, set up a time to have a one-on-one meeting or launch them into the next event
Ο Call and thank volunteer leaders
Ο Send any extra photos, media outcomes, and anecdotes to iloveArctic@greenpeace.org
Ο 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