

Cheat Sheet for High-Impact Events



Coffee Chat

Invite 2-3 people to join you for coffee, to talk about MomsRising and/or an issue you care about. This can be mostly social! But save 5-10 minutes to talk about the issue and how people can get involved. Always present a clear ask or follow-up opportunity.



Play Group

Plan or join an existing play group if you have kids. If you're the planner, prep some activities the kids can do while the parents chat. Save 5-10 minutes during your time together to tell people who we are, how you're involved, and share an action you hope they can join. The rest of the time is for socializing.



Table at Farmer's Market or Local Fair

Tabling is a great way to meet people where they're at, and most community events are happy to welcome nonprofits. Bring fun activities that get people to stop at the table. For example: Writing postcards, coloring sheets, bubbles, etc.

Roundtable or Town Hall

Often organized with an elected official, this is a great format for bringing parent experiences right to decision makers. Round tables may be smaller, private events, while Town Halls might be open to the public. But you can do any variation. These take a decent amount of planning, but have a really high impact.



Crafty Meet Up

We often include creative materials with our deliveries to Congress, and organizing an event to create them is a fun way to engage people. This will be specific to each event, but might include coloring pictures, folding fans, making signs, etc. In most cases MomsRising will provide all the supplies you'll need, so you'll just need to identify an easy location, time, and place for people to join.



Movie Screening or Speaker

This kind of event does a great job educating people. You'll need to identify a good venue, day, time, food, and other related logistics, as this is a bit more formal than the events above. However this kind of event often has a big impact, and is a great idea if you have time to organize.



Postcard Party

People love writing postcards, and MomsRising campaigns will occasionally offer this as an event option. Find a place it's easy for folks to join, like a coffee shop or library, and promote the day and time you'll be there. These are usually drop-in type events, with people coming and going.



Event

Name:

Date:

	4 WEEKS OUT	2 WEEKS OUT	1 WEEK OUT	DAY OF	AFTER THE EVENT
MEETING PREP					
Draft agenda and any talking points					
Assemble any materials you need for the event: fact sheets, flip charts, etc.					
ID any fun theme or items to support your event					
Prep sign-in process and assign someone as greeter					
ID photographer and video lead					
Send thank you notes or text					
WORK PLAN					
Draft a work plan based on this document. ID who's doing what. Ask for help from others in your group, and/or you think will be excited to join you. People want to help!					
Discuss your ideas with your MomsRising organizer, ask for talking points, supplies, budget, etc. as needed.					
Involve partners and allies on the ground. Invite them to co-host, get their ideas on asks, etc. More is more!					

	4 WEEKS OUT	2 WEEKS OUT	1 WEEK OUT	DAY OF	AFTER THE EVENT
LOGISTICS: SPACE AND FOOD					
ID venue options, including cost, size, etc.					
ID food options, including any dietary requirements. Remember to plan cutlery, cups, etc.					
Is the space accessible? ADA accessible? Is translation needed?					
Is the space comfortable and welcoming? Is it a place people want to be?					
Is it child friendly?					
Is transport/parking easy?					
Plan set up					
Plan clean up					
RECRUITMENT					
ID your COVID policy					
ID who you're inviting to join the event					
ID any speakers, elected officials, etc. to invite.					
Do lots of outreach! Think about social media, emails, in person, text, etc.					
Send reminders					
Invite media if relevant					
What other kinds of "helpers" do you need?					