EVENT INTENTIONS

- Why do you want to have an event?
- What kind of event is it?
- Who is the audience you are targeting?
WHAT NEEDS TO GET DONE?

Goals
What are you trying to achieve?
What does success look like?

Tasks
List actions needed to achieve your goals
WHO IS GOING TO DO WHAT?

Who are in the project’s core team?

Who is handling outreach for the event?

When an event has a many projects involved it in, it might make sense to have “team leaders” for each project...

Who are the team leaders?
**Event Type:** Annual Spring Cleaning Day!

**Goal:** Amending raised beds with compost

<table>
<thead>
<tr>
<th>Task</th>
<th>Materials Needed</th>
<th>Available in the Garden</th>
<th>Available Outside the Garden</th>
<th>Need to Buy It</th>
<th>Person Responsible</th>
</tr>
</thead>
</table>
| Compost (GreenThumb Has!) | | | | | Donna: Call GreenThumb CC to ask for delivery.  
**Remember, you need to attend a GreenThumb Workshop to be able to request for materials delivery** |
| Shovels | ✔️ | | | | Janet: Make sure the shovels are cleaned and sharpened, count how many we have |
| Hard Hoses | ✔️ | | | | Anthony: Make sure the hoses are cleaned and sharpened, count how many we have |
| Gloves | ✔️ | | | | Anthony: Make sure the gloves are clean and that we have full pairs - count how many we have |

Organizing your needs [Link to spreadsheet](#)
## WHAT DOES YOUR EVENT LOOK LIKE?

<table>
<thead>
<tr>
<th>TIME</th>
<th>PERSON RESPONSIBLE</th>
<th>ACTIVITY</th>
<th>MATERIALS NEEDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 - 11:20 am</td>
<td>Janet and Anthony</td>
<td>Introduction and divide into groups</td>
<td></td>
</tr>
<tr>
<td>10:20 - 10:30 am</td>
<td>Team leaders (Donna and Anthony)</td>
<td>Team leaders explain task</td>
<td>5 shovels, 3 wheelbarrows, 3 rakes</td>
</tr>
<tr>
<td>10:30 - 12:00 pm</td>
<td>ACT 1 - Janet ACT 2 - Donna</td>
<td>ACT 1 - Move compost to raised beds ACT 2 - Put 1 inch layer of compost in each raised bed</td>
<td>ACT 1 - 2 wheelbarrows, 2 shovels ACT 2 - 3 shovels, 3 rakes</td>
</tr>
</tbody>
</table>
IDENTIFY COMMUNITY ASSETS

Who are some community leaders you can inform about your event?

Who are some of the partners you can share this with?

What are some other organizations or businesses you can spread the word to?

Finding help:
- GreenThumb NYC Links
- Citizens Committee Resource Page

Finding local partners:
- Community Asset Map
OUTREACH AND ENGAGEMENT PLAN

What are some materials you can use to promote your event?

**Tabling**
- Local event where you can table
- Drop off any materials

**Flyering**
- Identify community places where people regularly visit
  *Examples include***
- Consider door knocking
- Make a plan
  *#of times to flyer in neighborhood***

**Social Media**
- Make a social media plan
- How far in advance would you like to post? Monthly? Weekly? Closer to the date?
- Different platforms
Events on a Shoestring! Part 2
EVENT EXAMPLES

Community Celebrations / Block Party

Educational Workshops

Garden Workday

Membership Drive

... any others?
SPACE CHALLENGES

What are some spatial challenges your garden faces?
MAKING AN INVITING SPACE

Welcome sign

Clear, wide paths
Communal gathering space with ample seating

Clear entrance, with lots of visibility into the garden
COMMUNITY EVENTS
COMMUNITY EVENT

Event Type: *Earth Day!*

**Goal:** *Educate the community about environmental concepts in a fun, interactive setting*

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**Goals**

<table>
<thead>
<tr>
<th>What is the purpose of this project or event?</th>
</tr>
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<tbody>
<tr>
<td>Attract community members to visit our garden to celebrate our planet by participating in interactive mini workshops and activities such as making seed bombs, making a worm compost bin, making nature art, and planting bulbs</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Who is the audience you are targeting?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents, children, youth,</td>
</tr>
<tr>
<td>We are stewards of green spaces and seek to educate the community about sustainability</td>
</tr>
<tr>
<td>Goal 1: have a free public event for the community that celebrates our planet</td>
</tr>
<tr>
<td>Goal 2: make this event very fun and participatory where everyone has something to take home with them</td>
</tr>
<tr>
<td>Goal 3: Engage and create new partnerships with community members that attend</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How does this event relate to your mission and vision?</th>
</tr>
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<tbody>
<tr>
<td>Begin with 2 to 3 goals for the event.</td>
</tr>
</tbody>
</table>
Is the event visible to the public from the street?

Is the space easy to access?

Are there seating areas that are covered? I.e. gazebo/benches/pavillion
**Goal:** Amending raised beds with compost

**Event Type:** Annual Spring Cleaning Day!

### Annual Spring Cleaning Day!

<table>
<thead>
<tr>
<th>TASK</th>
<th>MATERIALS NEEDED</th>
<th>AVAILABLE IN THE GARDEN</th>
<th>AVAILABLE OUTSIDE THE GARDEN</th>
<th>NEED TO BUY IT</th>
<th>PERSON RESPONSIBLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: amending raised beds with compost</td>
<td>Compost (GreenThumb Has!)</td>
<td>☐</td>
<td>☑</td>
<td>☐</td>
<td>Donna: Call GreenThumb CC to ask for delivery. <strong>Remember, you need to attend a GreenThumb Workshop to be able to request for materials delivery</strong></td>
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<td></td>
<td>Shovels</td>
<td>☑</td>
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<td>☐</td>
<td>Janet: Make sure the shovels are cleaned and sharpened, count how many we have</td>
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<tr>
<td></td>
<td>Hard Rakes</td>
<td>☑</td>
<td>☐</td>
<td>☐</td>
<td>Anthony: Make sure the rakes are cleaned and sharpened, count how many we have</td>
</tr>
<tr>
<td></td>
<td>Gloves</td>
<td>☑</td>
<td>☐</td>
<td>☐</td>
<td>Anthony: Make sure the gloves are clean and that we have full pairs - count how many we have</td>
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</table>
LET’S MAP IT OUT
Is enough space for the volunteers to work comfortably without hurting each other?

Are there any hazards in the area the volunteers will be working in?

Where is your rest area? (*preferably with seating and hydration station*)
<table>
<thead>
<tr>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUGUST</td>
<td>SEPTEMBER</td>
<td>OCTOBER</td>
<td>OFF SEASON</td>
</tr>
</tbody>
</table>