

EVENTS & ACTIVITIES

PURPOSES & BENEFITS

This tool assists the collaborative group in planning and implementing sexual and domestic violence community organizing events and activities to optimize the related external communication components of their community organizing strategic plan.

HOW TO USE THIS TOOL

The collaborative group can use work through each of the points in this tool to help plan and implement sexual and domestic violence community organizing events and activities to promote their efforts.

Kansas Coalition Against Sexual and Domestic Violence



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The primary purpose of conducting events and activities in the local community is to create awareness that will promote the possibility of change and move people to action in order to make the change happen.

Key component to consider when planning events and activities include:

- **Clarify the Purpose(s)** – Start by clarifying the purpose(s) of the event or activity, always keeping those purpose(s) and what you want to accomplish by conducting them in your local community in front of you as you plan the details.
- **Be Creative** – Consider variations on traditional events, including culturally relevant adaptations, or start new traditions (the “An Empty Place at the Table” Project began this way). The more relevant you can make the event to the local community and the specific sexual and domestic violence issues facing the community, the more impact your event will make on the community, increasing the possibility for change.
- **Utilize Existing Community Resources and Infrastructures** – Whenever possible, capitalizing on resources can have a significant impact on the ability to conduct an event or activity. Use a broad definition of resources in order to identify as many resource opportunities as possible. For more details and ideas on resources, see the “Creative Ideas for Cultivating Resources” tool in the same section of the toolkit as this document. In addition, utilizing existing community infrastructures, where you can use established community events to communicate messages or hold joint events and activities, is a great way to increase awareness broadly in the local community, reaching community members who might not otherwise attend another community event.
- **Accessing the Media** – Local media can provide a forum for sexual and domestic violence messaging. Some examples include: 1) advertising local services during station breaks; 2) guest appearances on local radio or news programs; 3) dedicating a song of the day to women and children affected, also providing an opportunity to share messages and information about local programs and services. Contact local media well in advance to plan events, understand logistics and procedures, share information with them about your collaborative group’s efforts and offer to make appearances. Once established, these types of media events can be built into the regular programming operations schedule.
- **Relevant Event Logistics** – Event-related logistics, such as setting realistic timelines, knowing the local permit application requirements and related processing timeframes, are important to keep in mind during the event planning process in order to ensure success.

Raising awareness of sexual and domestic violence issues through community organizing events and activities are important tools for making the social change in our local communities that we wish to see possible.

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