TEN TOP TIPS

1. GETTING STARTED

• Decide which global issue you will focus on.
• Involve as many potential participants as possible in this decision making process.
• Do not end your decision making process here! Take a flexible approach. As planning for your event evolves, you may come across more links to the issue you are focussing on. Be willing to take these on board.

2. ALLOW PLENTY OF TIME

• Do not rush the planning process. Allow time for communication – don’t underestimate how long it takes to get things going.
• Be warned, things don’t keep developing at the same speed – once they get going they may quickly accelerate! Prepare to respond to this to keep the momentum going.

3. WHO TO CONTACT TO GET STARTED?

• Start with someone who is familiar with One World Week.
• Ask for help: the more people involved, the greater the likelihood of finding resources and using them effectively.

4. SHOUT ABOUT IT! USING A RANGE OF COMMUNICATIONS

• Word of mouth and personal contacts can be much more effective than letters and emails.
• Use personal networks, or friends of friends initially, but beware of the ‘usual suspects’ syndrome.
• Supplement these methods with community radio, newspapers, newsletters of local faith groups, posters and email contact lists.
• Make yourself known. Get a slot on the agendas of local meetings, call in at local drop in sessions.
• Get others to do the same.

5. GETTING PEOPLE INVOLVED

• Take a participatory approach. Give everyone a chance to join in.
• Get people drawing, planning on flip chart paper, talking in pairs - before talking as a whole group.
• Build trust and relationships – take some time to understand the reasons that might prevent people from getting engaged.
• Contact people in power and / or those well known in the community to support your message and give kudos to your plans and events.
• Summarise decisions made at planning meetings. Produce a clear list of who has agreed to do what. Ensure you follow it up.

6. FOOD

• Food nourishes people, makes them feel welcome and is a good conversation starter. It is a great asset at any event.
• Make sure you cater for everyone – ensure that most of what you provide can be eaten by most people you expect to come. If unsure, ask, do not guess.
• You could ask people to bring contributions, and share them with the group.

7. LOCATION AND TRANSPORT

• Try to choose a neutral venue.
• Ensure it is accessible for those using wheelchairs, and is accessible by public transport.
• Include public transport links and a map with any information you send out.
• If possible, make personal contact with those you are inviting.
• Try to arrange for car shares – not only will this overcome the travel issue, but may result in people getting to know each other better.
• If you have the means, reimburse travel costs for those who would find it a struggle.

8. CHOOSE DATES CAREFULLY

• Dates to avoid because of religious festivals, or school holidays are important to bear in mind. Go to www.interfaith.org.uk for guidance.
• If possible, offer a crèche during planning meetings and children’s activities at events.
• Remember, it is impossible to find a time which suits everyone but ask rather than guessing.

9. FIND OUT WHO YOUR ALLIES ARE!

• When finding and making connections with local action and global issues, find out who is doing it already.
• There may be local branches of campaigning organisations. Your local Development Education Centre will be able to help you locate these (see www.globaldimension.org for a list of these).
• See also your local Council for Voluntary Service or CVS – they will have a register of any local voluntary groups and organisations which may be interested in OWW (see www.navca.org.uk).

10. WHAT NEXT?

• Ensure you ask participants what else they would like to be involved in, and if they would be able to help organise it.
• Ensure someone has a list of contact details of anyone willing to be involved in the future.
• Collect positive quotes from event attendees, for use in publicity.
• Write a brief account of the event and get it in the local paper or on local radio.
• Use the event to publicise any other events you or any other of the participating groups are planning.
• Enter your event on the OWW website [www.oneworldweek.org] so other OWW organisers can get ideas and learn from what you have done.