



# EVENT PLANNING

# GETTING STARTED

## Why Host An Event?

Women's March Global Events are at the core of our mission, helping both the local and global community influence change.

Your Event should strive to:

- Engage in your local community and seek to incorporate and provide a platform for people of all races, religions, ages, genders, etc.
- Engage the Community during large Women's March Global Events (for example, our Anniversary March)
- Communicate needs and concerns, and formulate plans to take action.
- Update each other on progress and promote transparency.
- Enable each other create a positive and open environment where daring discussions are the norm and not the exception.

Once you fill out the Event page, your Event will appear on the Global Map on the homepage, and the Global Event Listing Page.

### Member-Led Events

Any Member on the Women's March Global Platform can host a Member-Led Event.

### Why Host a Member-Led Event?

- There is no Chapter in your area and you are not interested in starting one.
- You want to host an Event as a representative of another organization (e.g. your local nonprofit, or a branch of a more national or global group).
- You want to host an Event alongside of or that supports a larger Chapter-Led Event in your area (e.g. a neighborhood caucus, a viewing party, etc.)
- You want to host an Event that is smaller in scale than a Chapter-Led Event

To host a Member-Led Event, you will need to fill out an Event page on the Platform. Once you fill out the Event page, your Event will appear on the Global Map on the homepage and on the Global Event Listings page.

PLEASE NOTE: Women's March Global reserves the right to remove any Event from the Platform that does not adhere to the Women's March Global's Unity Principles. You may visit the Complete Rules and Guidelines for more specific information around Events.

## Who Can Host An Event?

### Chapter-Led Events

Any Chapter can host an Event in their community. A member of your Women's March Chapter Leadership Team needs to fill out the short form to plan your Event. The member of your Leadership Team will need to be registered as a Leadership Team member for your Chapter on the Platform in order to access the Event Application Form.

# GETTING STARTED

## Event Format

Events held by Women's March Chapters and Members keep your community active and connected to the Global network. While your Event's structure will depend on its type, it should focus on the needs and concerns of your community and develop plans to take action.

Women's March Global Events include Actions, Conferences, Huddles, Marches, Salons, and Vigils - different ways to take action on issues related to women's human rights.

**March** A March is a public gathering to bring attention to a specific issue or issues. The main purpose of a March is public awareness, which can be connected to specific actions such as policy change. A March starting point and end point usually have significance and direct relation to the issues being addressed, such as government buildings, embassies, corporate headquarters, etc. Most Marches either begin, end, or are bookended by a rally with live speakers.

**Action** An Action is a direct and physical act to promote and catalyze specific changes in your community and in governance. Actions can be organized through your Huddle, School, Chapter or community. Here are some examples of Actions: sit-in, strike, walkout, rally, community service, meeting with members of your government, workshops, or booth.

**Conference** A Women's March Global Conference is a large, potentially multi-day ticketed event focused on a number of issues of interest to the local community. A Women's March Global Conference may include keynote presentations of 20 minutes or less, breakout sessions, workshops, and un-conference sessions. Your Women's March Global Conference can be organized with other Chapters in your country or region and/or with partner organizations as well. Ideally there are actionable outcomes.

**Huddle** A Huddle is a gathering of a small group of friends, family, neighbors and fellow organizers, providing a guide and a space to meet.

**Salon** A Salon is an intimate gathering, a "convening" with 100 or fewer people that occurs frequently (i.e. monthly or quarterly) and includes one or more live speakers. The purpose of a Women's March Global Salon is to foster an understanding of your Women's March Global Chapter, highlight local issues, challenges, and stories in your city or region and keep the community connected between the less frequent larger local events and annual Women's March Global Anniversary.

**Vigil** A Vigil is an informal gathering or meetup in respect of a specific issue, cause, or tragedy. It is usually held in the evening at a public space, often at a location relevant to the specifics of the Vigil.

# PLANNING YOUR EVENT

Events give your local community a way to take action and initiate change. Planning is an important step that ensures your Event is a success! As you plan your Event, it's important to choose content that reflects current issues and resonates with your Chapter and your community.

## Budget & Funding

**Budget** To cover costs for Events, you can anticipate the annual cost of operations, create a budget, and raise funds from local sponsors and individuals.

**Funding** Women's March Global Events should be planned and run by volunteers and must not be commercially motivated. Any excess money raised at any Chapter-Led or Member-Led Event should be applied to future Chapter- or Member-Led Events and/or Chapter activities. You may charge a nominal fee to cover costs for these activities. Ensure that there is a way for anyone who cannot pay the fee to be able to attend.

While Events are not intended to fundraise for other causes or organizations, exceptions may be made on a case-by-case basis. Any exceptions must be approved by Women's March Global.

If an organization is interested in supporting Women's March Global on a global level, please have them contact our Leadership Team.

**Best Funding Practices** Where possible, find local partners/sponsors, not global companies, to support your Chapter-Led and Member-Led Events.

If national or global companies approach you or your Chapter for sponsorship, have them contact our Leadership Team.

Try to identify partners or sponsors who will support your Events with in-kind investment, participation, or will be able to pay vendors directly.

Where possible, sponsor organizations and individuals should pay vendors directly or find a fiscal sponsor to manage the accounting.

If you decide to collect money directly, make sure you look up the rules and laws in your town, region, or country.

**Unacceptable Sponsors** Weapons manufacturers, tobacco companies, alcohol companies, and political and religious organizations are not allowed to act as sponsors for your Events or be in association with the Women's March Global brand.

Your sponsors must not drive the agenda or select speakers at any Women's March Global Event.

Women's March Global reserves the right to reject any sponsor that is not in line with the Global Unity Principles.

# PLANNING YOUR EVENT

## Speakers

A fantastic speaker can make your Event one to remember! Strive to discover and present great local speakers from your community to enrich your Events.

Speakers should be able to speak broadly on issues connected to the Global Unity Principles and address the key issues you are convening around. They should strive to educate, empower, and promote positive change.

Speakers should not:

- Be arranged by any of your sponsors;
- Specifically support or reject any political candidate who is running for office.

Please make sure your speakers have rights to all images and music in their talks.

Please note: If you plan on taking photo or video at your Events be sure to include the following statement on promotions, tickets, and Event programs:

Chapter-Led Event: 'This Event is being recorded. By participating you are agreeing to allow [Women's March Chapter] and Women's March Global to use your likeness.';

Member-Led Event: 'This Event is being recorded. By participating you are agreeing to allow Women's March Global to use your likeness.'

## Audience

It is up to you or your Chapter and the Event organizing team to decide if Events are open or invite-only. You should strive to make all audiences as diverse as possible. In doing so, you will be more likely to engage the entire community and add value with your Women's March Global Event.

## Branding

We have developed helpful guidelines for you and your community. The guidelines will help you build your local community brand and maintain clarity in the Women's March Global ecosystem.

Review the Women's March Global Brand & Communications Guidelines for more information. Following these guidelines will make our shared brand stronger.

# PLANNING YOUR EVENT

## Branding

**Naming Your Event** Always use the full name approved for your Women's March Global Chapter when organizing your Events. For example, a Huddle organized by the Paris Chapter would be entitled 'Women's March Paris Huddle'.

If you are a Member organizing an Event, always use the phrase 'Women's March' along with the Event Type. Never use a location name even if there is not a Women's March Chapter in your town, city, or school as these are reserved for Chapter Events.

For example, if you are organizing a Huddle in South Pole, Antarctica (where there is no Chapter), you would call it 'Women's March Huddle, South Pole', and NOT 'Women's March South Pole Huddle'.

If you would like to use a location name and there is no Chapter in your town, city, or school consider starting one!

**Title, Tags, & Theme** Selecting a title, theme, and tags is as important to the success of your Event as the overall branding. These help link your Event to similar Events held by other Women's March Chapters and Members across the globe and makes it part of the larger conversation.

When your Event is listed on the Global Map and Event Listings, tags and/or a theme will enable, inspire, and engage other like-minded Chapters to join your action and take it from a local to global movement.

**Title:** Choose a simple title and indicate it on the Event Application Form. This title should be descriptive, but as short and catchy as you can make it. To create a larger conversation, encourage other like-minded Members or Chapters to create Events with the same title which can amplify your message to the Global Community and its allies.

**Tags:** When filling out your Event application form you will be prompted to choose tags relevant to your Event's purpose. You must choose at least one tag, but may choose as many as you like.  
Brand: Women's March Paris Conference  
Title: Science Matters  
Tags: Climate Change, Science

**Theme (optional):** Currently, the only Theme available on the drop down menu is for the Anniversary. We encourage you to let us know if your Event is part of the Anniversary weekend held every year. Selecting the theme groups your Event with others held across the globe on that day and creates a larger groundswell. It also helps the Global Community and its allies more easily find and attend your Event. Many people - who aren't otherwise involved - want to participate during the Anniversary and actively seek out information from our site.

**Hashtags (optional):** Get more information about selecting a hashtag to connect your Event to larger conversations happening on social media in our PR + Social Media Guidelines.



# PROMOTE THE EVENT: PR + SOCIAL MEDIA GUIDELINES

The purpose of your Women's March Global Event is to highlight local and national actions, stories, and best practices in your local community and the extended community. Below, we've outlined some of the best ways to help you get the word out about your Event!

Encourage your Chapter members to join the Women's March Global Community! All Members will join the shared profile directory where they can connect and extend the reach of the Global network.

## Website

**General** Your Event's website should be an extension of the existing Women's March Global Chapter's web properties. This means your Women's March Global Chapter Events should have a dedicated page on your Women's March Global Chapter website. Review the Women's March Global Brand and Communications Guidelines for additional information and suggestions on how to make this work.

For Member-Led Events, an Event page is automatically created for your Event once you fill out and submit the Event application form. Make sure to fill this out with as much information as possible! Having your Event on the Women's March Global Platform lets other interested parties know that your Event is an official Women's March Global Event and helps solve the problem of fake Events that can occur on other platforms like Facebook.

**Website Footer** The dedicated page on your Women's March Global Chapter website should include the following text in the footer: 'This an independently organized Women's March (Location

Name) (Event Type) operated under a license from Women's March Global.'

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## Social Media

**General** Your Event's social media should be an extension of the existing Women's March Global Chapter's social media properties. This means you should use your existing Chapter social media to promote your Events. Review the Women's March Global Brand and Communications Guidelines for additional information and suggestions on how to make this work.

For Member-Led Events, Members, and other Event co-organisers, should use their personal social media accounts to promote the Event. We encourage tagging Women's March Global (Twitter: @WM\_Global, Instagram: @womensmarchglobal) in your social media posts and linking to your Event page on the Women's March Global Platform. This will allow Women's March Global to assist you in promotion.



# PROMOTE THE EVENT: PR + SOCIAL MEDIA GUIDELINES

## Social Media (cont.)

It also lets other interested parties know that your Event is an official Women's March Global Event and helps solve the problem of fake Events that can occur on other platforms like Facebook.

**Hashtags** Pick a hashtag for your Event and encourage other Chapters to continue the conversation by using the hashtag in similar Events in the future. By doing this, you can strive to create a global conversation around a specific topic or issues.

**Live Tweeting** Live tweeting can be a great way for people to join the conversation, even if they cannot attend your Event in person. Our Live Tweeting Toolkit provides some basic tips and instructions on how to live tweet successfully!

**Live Streaming** Women's March Global Chapters and Members may live stream their Events live to other Women's March Global Chapters and Members. You may not charge the community to view the live stream. Live streams should not have any advertising in or on them.

**Best Practices for Social Media** Respect other people's opinions. Avoid profanity, offensive statements, illegal content, unwanted solicitations, and anything else that might otherwise violate members of the community.

We ask that you stay focused on issues related to women's human rights and avoid self promotion or promotion of companies and initiatives that do not align with Women's March Global's Unity Principles.

**Ownership** All social media properties belong to the Women's March Global Chapter. The Women's March Global Chapter Ambassador should take out all social media properties and give admin access to one or more individuals on the Chapter's Leadership Team, including those doing the social media for Chapter Events.

For Member-Led Events all social media posts belong to the Member who is posting them. When using your personal account to promote your Women's March Global Event, please be clear that you are not representing Women's March Global and that all views are your own.

**Email Lists** Email lists are the property of the Chapter and should be used to promote or communicate information about Women's March Chapter Events and activities. Organizers of Member-Led Events will be able to contact anyone who has said they are Going or Interested In their Event on the Women's March Global Platform. Email lists may not to be used to sell or distribute goods, or promote a personal agenda. Please see Terms of Service or the Complete Rules and Guidelines for more information.

# PROMOTE THE EVENT: PR + SOCIAL MEDIA GUIDELINES

## PR & Media

The Women's March Global Chapter Ambassador is the spokesperson for their Chapter and may represent and talk about the Chapter and its Events and activities with local press. If you are the Chapter Ambassador, please be clear in any statements you make that you represent only your Women's March Global Chapter and not the entire Women's March Global organization.

For Member-Led Events, please ensure that you make clear that you do not represent Women's March Global in any way.

For further details, please see the Complete Rules and Guidelines.

All news releases require Women's March Global approval. For approval, please contact our PR team. When writing your Chapter's news release, it must include: What is Women's March Global. Please review the Women's March Global Brand and Communications Guidelines.

## Post-Event

After your Event, you'll need to do a few things to wrap everything up:

**Videos** If you have videos captured at your Event you should submit them to the Women's March Global YouTube Channel. This will allow all of our Events to be found in one place and demonstrate the power of our collective action!

Before uploading: Review and follow the Video Guidelines and the Women's March Global Brand and Communications Guidelines; and Please make sure your speakers have rights to all images and music in their talks.

Women's March Global reserves the right to remove any copyrighted content.

**Share** Post your videos, stories from your Event, and images on your website and on the Women's March Medium Publication to share with the Global Community.

Share and post on social media and make sure you tag Women's March Global (Twitter: @WM\_Global, Instagram: @womensmarchglobal) so we can repost!

**Feedback** We want to know how you felt it went! All Women's March Global Event organisers should take the time to reflect and send us an email as with your feedback from your Event. We are always here to try to make your Event better any way that we can!