

Community Event Outreach Tips

If you are organizing a community event or action, you want to make sure that people come! Here are some tips to get the people to attend and participate:

- Identify the team members who will support you in the community event.
- Identify the location of the event.
- Identify the different groups (online and offline) in the community who could be useful in spreading word about your event. These could include influencers of different types including social media influencers or respected women and men in the community.
- Make flyers and posters and post them all over town. Ask local businesses if they will put them in their window. Deliver them to people's homes or by hand. Ask the transport providers to put stickers on the buses and motorcycles including their helmets and reflectors.
- Go door-to-door and invite people! Remember to always go with someone and have the needed permission from local authority to conduct the door to door activity.
- Make a public announcement in your local radio or newspaper.
- Do presentations at local church or mosque services, schools or other local gatherings and community events. It is important that you get invited to spaces if you are not already part of them – do not just impose yourself to the group.
- Talk to the chief, local authorities or other people in your community with influence and ask if they will help to promote it.
- Set up a Facebook page and share it by social media.
- Send text or WhatsApp messages to your friends and community and ask them to share it.
- Create smaller events or workshops leading up to your action to generate interest and excitement.
- Perform a song or theater skit about the issue at the local market and announce it over a megaphone!
- Get creative!