

Module title	Building Community Leadership Capacity
Unit title	Steps to Organizing a Successful Community Event
Time needed to complete unit	90 Minute (multiple sessions at least 6 is recommended)
Why is this important to know?	This unit will model how to build a coalition and put together an event for the community. The Extension Educator, working with community members will gather other stakeholders, select an issue, and develop a program for the community.
Objectives/Purpose	<ul style="list-style-type: none"> • To demonstrate meeting facilitation and program planning • To develop a community program to address an issue important to the community
How to use this information	<ul style="list-style-type: none"> • Providing experiential learning opportunity for immigrant populations to build leadership capacity and facilitation skills while planning an event for around an issue or topic that is relevant to the community • Sharing with colleagues who are working with immigrant populations or groups whose first language is not English
Supporting materials <i>(handouts, Power Points, activities, etc.)</i>	<p>Presentation: Building on the previous units of the module, “Building Leadership Capacity”, community members involved in Extension programs should select an issue that they see as a need in the community and develop a program for other community members.</p> <ul style="list-style-type: none"> • This unit’s focus is to break down the steps of building an effective planning committee to having a successful event driven by community members for community members. • Who should be at the table? <ul style="list-style-type: none"> ✓ May start out as a small group to discuss the idea ✓ Brainstorm other individuals and or agencies from the community who should be represented ✓ Make sure there are representatives from the community participating • Developing the first meeting’s agenda <ul style="list-style-type: none"> ✓ Introductions

	<ul style="list-style-type: none">✓ Purpose✓ Length of meeting✓ Process✓ Gathering of contact information to keep in touch throughout the planning stage✓ Establishment of set meeting locations and times✓ Questions <ul style="list-style-type: none">• What type of information does the community want/need to help them develop personally and professionally?<ul style="list-style-type: none">✓ Have there been any assessments conducted that have assessed the needs of the community?✓ Brainstorm important issues based on organizations/agencies services that are used the most and or requested the most✓ Who is knowledgeable on the topics/issues to be addressed• Are there other people/agencies that should be at the table?• What type of venue should be used for the program?<ul style="list-style-type: none">✓ Where should the event be held✓ Is there a cost for the space for the event• Who is the target audience and why?<ul style="list-style-type: none">✓ Who are the people you want to reach out to?✓ Why are they the target group?✓ How do you know what their needs are?• How many people does the committee want to reach?• Establishment of a time line including meeting dates and times• What types of resources are needed to conduct the program/training and where will they come from?<ul style="list-style-type: none">✓ Will there be speakers and if so, will there be a cost?✓ Will child-care be provided as an incentive?✓ Who will provide the child-care?✓ Will there be food and who will provide
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	<p>it?</p> <ul style="list-style-type: none"> ✓ What is the cost of materials? ✓ How will the program be advertised? ✓ Will grants be applied for? ✓ Will the group request donations? ✓ Will there be registration fees? If so, how will the amount be determined? ✓ Door prizes and or other incentives to attend <ul style="list-style-type: none"> • What sub-committees are needed and who will lead them? <ul style="list-style-type: none"> ✓ When will sub-committees meet ✓ Will they be able to make decisions or will they provide suggestions to be decided upon by the larger group? ✓ How will contact be maintained? • What is the length of the program? • Establishing the program agenda • Will special guests be invited, i.e. political people? • Recruitment of participants <ul style="list-style-type: none"> ✓ Flyers in libraries, grocery stores, community centers, churches ✓ Newspapers ✓ Radio ✓ Personal contact through phone calls ✓ Other • How will the program be evaluated to see if the goal was met? <ul style="list-style-type: none"> ✓ Formal evaluation by an outside source ✓ Informal evaluation ✓ Potential for replication?
Additional resources, web links	
References	<p><i>Research on Barriers and Opportunities for Increasing Leadership in Immigration and Refugee Communities: Public Report.</i> Prepared by Emily Gantz Mc Kay, Kristin Scotchmer, Myriam Figueroa-Melendez and Saima Huq of MOSAICA: The Center for Nonprofit Development and Pluralism.</p>