

Organizer Checklist and Event Organizing Tips



Get Prepared:

- ✓ Check through the kit to make sure you have everything you feel you need.
- ✓ Read through the materials.
- ✓ Reach out to Edie (edie.leghorn@gmail.com) with any questions that come up.

Set Your Goals:

- ✓ What actions do you want your community to take? Do you want a certain amount of people to sign your petition? Get coverage in the local media? Have your tribal association/community pass a resolution? Bring out a big crowd for the DVD showing? Collect a certain amount of Letters to the Editor?

Plan Your “We Eat Fish!” Event/Screening:

- ✓ Your event may take a number of forms, depending on the goals you have prioritized for your community. You could set up a screening at a venue in town, host a house party, show the film before your tribal council, etc. Planning will vary, depending on the type of event you opt to have, but below are tips and a timeline that will apply for most events.
- ✓ **Set a date and choose a site for the event (4 weeks out).**
- ✓ **Create a plan to get people out to the event (3 weeks out).** Cast a wide net and then do personal follow-ups with people you’d really like to see there. Getting the word out could involve emails, Facebook invitations, posters (included in kits), listing on community calendars, etc.
- ✓ **Create a media plan (1 week out)** Contact local reporters about the event. Ask if they would like to attend or do an interview beforehand. After the event, ask an attendee to send a Letter to the Editor to draw more attention to the issue.
- ✓ **Have all materials and technology needed for the event ready to go (week of).** Do you have a DVD player or projector to screen the film on? Handouts and stickers to pass out to people? The petition for them to sign? Pens for people to write letters? Think about the actions you’d like your community to take and how you can help facilitate them.
- ✓ **Report back to us on how we can help build off the momentum of your event in your community and catalyze support for the campaign.**

Possible Next Steps:

- ✓ Keep an eye out for any upcoming tabling events in your community.
- ✓ Distribute any remaining fact sheets around town (make sure to write your name and contact info at the top of the page if you do so).
- ✓ Work with your community or organization to pass a resolution or add your name to a sign on letter being sent to the DEC and EPA.

Inside Passage Waterkeeper staff are always available to help you with any of the steps involved in planning and hosting your We Eat Fish! event.