



# Influencing **CHANGE** Toolkit

The  
Children's  
Society

How to:  
**PUT ON AN  
EVENT**



# EVENT PLANNING

When planning an event you need to think about the objectives or aims of the event. Organising an event can be a great way to:

## \* Bring the community together

Use your event to build relationships between different people in the community.

## \* Raise awareness of hidden young carers

For example, by holding an event that raises awareness of young carers and the change in the law.

## \* Get people to support your cause

You could organise an event that celebrates the work of young carers' projects in your local area, or one to raise funds for a project (for more information see Section 5: How to fundraise).



Matt,  
Photo from  
the Hidden  
Exhibition  
2015

The Hidden Exhibition is a fantastic example of an event which raised public awareness of young carers and their lives.

The event took place at The OXO Gallery in London earlier this year and will soon be going on tour across the UK.

For more on the Hidden Photography Exhibition Visit: [childrenssociety.org.uk](http://childrenssociety.org.uk)

Don't forget to write a story about planning your event on the YCiF Network as evidence for a YCiF badge!

YCiF  
Team Player



←-- click  
to find  
out more

# THE FIVE W'S

When planning an event, a good place to start is to think about the who, what, where, when and why. Use the activities in this section to kick off your action plan.

## WHY

are you holding this event?

### Do you want to:

- \* Generate media coverage of young carer's issues?
- \* Raise awareness of the new law?
- \* Bring the community together?
- \* Raise money for your campaign?
- \* All of the above?

List your reasons for holding an event here:

## WHAT

type of event will it be?

- \* A public meeting or launch event, a music or comedy night, a fashion show, a sports tournament, a street party?
- \* Think about how you can link it to your issue (and more importantly – have fun!).

Write down the type of event you're holding and how it links to your issue.

\* It is really important to choose a venue that is safe and accessible

**WHERE**  
should I hold the event?

Holding your event somewhere safe and accessible will ensure more people turn up. Some important things to remember are:

- \* Think about who you want to attend and make sure the venue is accessible for them.
- \* Book your venue well in advance: some places will offer discounts or even free hire to volunteer groups!
- \* It may be a good idea to hold your event at the same venue as your young carers project.

Jot down some potential venues:

**WHEN**  
should we hold the event?

**Choose the date and time carefully.**

- \* Try not to compete with other big events, such as the World Cup Final!
- \* Give yourself enough time to organise everything - and giving people plenty of notice will make it more likely that they will be able to attend.

Write down some good days and times for your event (e.g. Friday evenings)

# WHO should I invite?

When inviting people to your event the main two points to think about are:

1. Who would you like to influence?
2. Who is the event for?

Use the table below to write a guest list. Remember to add the people you want to influence! (See section 1: How to influence people).

Name	Contact info	Notes

# INVITATION TEMPLATES:

On the following pages you will find an invitation template, which can be used to invite the VIP's from your guest list to your event. Use these templates to invite the people you would most like to influence (MPs and Councillors) to your event.



Use invitation template one if your event is based around Young Carers in Focus activities. Be sure to contact us first before sending it out so we can check your project relates to what we do and see if we can offer any support! Contact us at:

[www.youngcarer.com/contact-us](http://www.youngcarer.com/contact-us)



If your event is not related to the Young Carers in Focus programme, please use invitation template two.

If you would like us to check it over before you send it in, contact us at:

[www.youngcarer.com/contact-us](http://www.youngcarer.com/contact-us)

Download the templates from the Influencing Change pack page at:

<http://www.youngcarer.com/influencingchange>

You can use a word processor to edit the CAPITALISED PARTS to your own needs, or just print it out and write the text out in a handwritten card - it's up to you.

Once you know who your audience is, try to make your event appropriate for them. You could organise fundraising activities which take place during the event. (For more information see section 5: how to fundraise.)

1. What are the five W's that you should consider when planning an event?

2. What is one reason for holding an influencing event? (There are three possible answers.)

\*

\*

\*

3. 'It's about quality not quantity when putting together a guest list for my event.' - is this true or false?

True

False

# TEST YOUR KNOWLEDGE

## Answers:

1. The five W's are: why, what, where, when and who. 2. To raise awareness, to build community relationships or to encourage people to take action. 3. True, it is important to keep the audience appropriate to your event and cause.

If you got 2 or 3 questions correct, congratulations! You are ready to start planning your event.

If not, don't worry! Use this pack to learn more about running events to influence people. Re-read the section and have another go!



Remember that MPs are elected to make laws in England, so they have the power to promote young carer issues at a local and national level.

If your event is aimed at local services such as public transport in your area, or your local doctor's surgery, use the invitation templates to invite relevant people, such as local Councillors, to your event. Use the websites and resources below to plan your guestlist.

## Useful Websites & Resources

### \* Find your Representatives:

[www.writetothem.com](http://www.writetothem.com)

### \* Government Information on Petitions:

[www.gov.uk/petition-government](http://www.gov.uk/petition-government)

### \* How Government Works:

[www.gov.uk/government/get-involved](http://www.gov.uk/government/get-involved)

### \* Know Your Rights:

[www.youngcarer.com/resources/ycif/know-your-rights](http://www.youngcarer.com/resources/ycif/know-your-rights)

### \* Event planning guide:

<https://www.eventbrite.co.uk/t/event-planning-website>



We hope this section has helped you to start planning your event!