



Community Voices: A stakeholder initiative

Community Celebration Planning Guide

The Office of African Nova Scotian Affairs (ANSA) assists, supports, and enhances the provincial government's delivery of services to African Nova Scotians. It acts as a conduit in developing innovative solutions that lead to self-reliance and sustainable development for African Nova Scotians and their communities.

This guide is a template developed by the Office of African Nova Scotian Affairs (ANSA) for the Community Voices initiative, A Stakeholder's Action Plan.

Community Celebration Planning Guide Overview

This guide is a product of an identified need for acknowledgement of cultural roots and contributions to community by African NS people. This need was articulated through community consultations conducted by ANSA.

This guide is intended to offer support to communities and organizations that wish to access a tool to assist individuals and groups to host celebratory events in their communities which promote and preserve African NS culture and heritage. As well this guide can help to build on event success already embedded into the communities of African Nova Scotians.

Communities are encouraged to:

- Consider this guide prior to approaching ANSA for funding for events.
- Use this guide to help improve current events or create new events.

This guide is offered as a support tool intended to enhance celebration success.

****Please Note:**

ANSA has a funding application available on the website which also can assist with community events in alignment with the mission of ANSA for some financial assistance.

Funding is limited and is not secured annually, but allocated based on available resources at the time of receiving and processing the funding applications.

Want to host an event but are not sure know where to start?

Before you commit to hosting an event, consider the purpose, product, price and place. Ask yourself why should the event be hosted, what is the event offering, how can this event be a success, and where is the best place to host it.

The following are suggested of types of events communities could consider to host;

- Recognition events (award ceremonies)
- Motivational talks-events (inspiring people to be leaders, mentors, business owners)
- Competitions (cooking, baking, art, entertainment, dance, etc)
- Show Cases (art, craft, music, dance)
- Sporting (individual, group or team, baseball, bowling, horseshoe, basketball, strong competitions, volleyball, lawn bowling, rings etc) consider community to community competitions events.
- Homecoming celebrations
- Conferences and educational events
- Senior Games
- Mentoring events
- Youth events (contests, competitions, excursions)
- Community Markets-Teas/bake sales/vendors

Criteria to have an event in conjunction with ANSA

ANSA's mission is to assist, support, and enhance the provincial governments' delivery of services to African Nova Scotians and is a partner in developing innovative solutions that lead to self-reliance and sustainable development for African Nova Scotians and their communities.

To include a community event under the ANSA banner (for assistance, or promotion) the event person(s) must submit an event proposal or plan.

This document can be modeled from the check lists below, but format is not a requirement.

Event overview chart;

Use this chart to determine how your community event is aligned with ANSA’s Community Voices Initiative.

ANSA CRITERIA	EXPLAIN
Inclusive of youth (ages 10-30) and seniors (aged 55 and up) or how it is targeted towards families.	
Is inclusive for participation by African Nova Scotian communities and organizations in the community.	
Is considerate of involvement of Non-African-Nova Scotians.	
The event must include a community refresh project (clean-up of community, green spaces, parks, playgrounds, event venues, cemetery, or other community sites of significance). If not explain.	
The event must contribute to further	

advancing efforts by ANSA, in its goal for information gathering, collecting and sharing related to African Nova Scotian history, heritage and culture (audio or video archiving of elders or performances, photograph displays, art or craft showcasing).	
Identify which opportunities exist to enhance efforts for genealogical cataloging (mapping of family heritage).	

Event Planning Checklist

Consider using this chart as you plan your events.

A) Event Strategy		
Depending on the size and scope of your event, the following may be considered approximately 6 to 12 months before the event.		
Event Details	Information Required	Action Items
Indicate who is responsible for overseeing/ the event?		
Outline the roles and responsibilities for individuals, organizations, businesses, community organizations.		
Decide event purpose (raise funds, visibility, celebration, awards, gathering, cultural or artistic performance, sporting).		
Decide the responsibility or		

roles of those involved or research/appoint an event coordinator/manager, research/select committees/chairpersons and or form committee or sub committees.		
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E) Final Check list of to-dos

This is time to tie up loose end in the final 3 months leading up and during your event

Event Details	Information Required	Action Items
Begin weekly meetings.		
Select honorees, spokespeople, or chairperson		
Bio information on any VIPs.		
Get a volunteer or hire a photographer or videographer		
Collect logos and information from sponsors.		
Develop speeches or expression of thanks.		
Develop event evaluation (short survey, online or paper, or informally designate a staff or volunteer to collect participant feedback.		

B) Event Scheduling

This is where organizers need to make choices and decisions and communicate this with those involved in the planning.

Event Details	Information Required	Action Items
When is the event?		
Where is the event? (Visit potential sites)		
What is the agenda?		
How can people participate, and who is the event targeted too? (Choose a theme)		
Estimate costs (site rental,		

D) Communication/Marketing and Promotion

Now that you are able to identify what your event looks like, it is time to get the good news out.

Event Details	Information Required	Action Items
Invite/confirm special guests		
Complete the compiling of email and or mailing distribution list (of individuals/businesses/organizations and delegates that should be invited)		
Draft your invitations (paper, or electronic)		
Draft your media advisory or news release. Develop media contacts to promote your event for radio, print and television (local, provincial, national).		
Draft content for event website or website that will host event details. Collect any other information required to promote your event.		

Other Action Items

- Decide how many people are needed to plan the event and also execute it.
- Set timelines for promotions and final decision making. Stick to the timelines set.
- Sending an event proposal to ANSA to ensure no conflicts with other community events. Keep ANSA in the loop about your plans.
- Investigate need for special permits, licenses, insurance, etc.
- Start recruiting assistance (for resources needed) as early as possible.
- Review final copies or invites, posters, advertisements, approve and distribute.
- Print any final materials needed for event.
- Collect on site office kit (RSVP lists, event plan files, paper, pens, labels, petty cash box,)

- Hold walk-through of event with responsible committees, chairpersons and responsible site staff members at event site if possible.
- Consider calling individuals to remind them of the event the week before.
- Stay in contact and ANSA about your event.
- Consider a pre-event party to thank volunteers and organizers.
- Consider a crisis plan (what if the weather is bad? What if the entertainment cancels, what could be other threats to the success of the event?).

Sponsorship

Events cost time and money. To try to ensure your event breaks even in terms of cost to host and revenue generated – sponsorship can help take an event to the next level.

Brain storm about how to approach organizations for sponsorship, this can be approached through formal letter writing, cold calls, and also through soliciting in-kind donations.

How else can you fundraise for an event?

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| • BBQ's | • Draws for tickets or giveaways | • Sell advertising in programs or Ads |
| • 50/50 tickets | • Car Washes | • Pot Lucks, meals or suppers |
| • Advance event ticket sales | • Bake Sales | |

Promotion

Getting the word out about your events is the best way to ensure participation and attendance. Ensuring accurate and timely communication is key.

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| • Develop an invite | • Draft a media advisory for the event outlining the who, what, when, why and how of the event. Send to the local papers and radio stations. | • Consider having a booth in a public place to promote the event. |
| • Develop a poster | | • Include the details of the event in community calendars like ANSA |
| • Consider adding the details to church bulletins and community boards | | |

Event Conclusion and Evaluation

Now that the event is almost finished take some time to reflect, thank those involved and tie up loose ends.

- Consider an event participant feedback form on the event site. Ask what did you like most about this event?
- Meet with individuals who planned and executed the event to talk about what went well, what went wrong, or what could have went better.
- Record information for future planners or organizers.
- Send thank-yous.
- Submit event artifacts (photos, video and audio) to sponsors, ANSA, or media.
- Determine if the event will be annual events and set a proposed date for the following year.
- Pay final invoices- report on the final budget, earnings, funds raised etc)
- Ensure that the eventing area returns to pre-event conditio