Virtual organizing training series

Holding online events and actions
October 21st, 2020
7 pm
Tech overview

Mute when you’re not speaking
Grid view for video
Chat questions and comments
This is being recorded
Agenda

● Welcome, Introductions, Agenda Review, Goals
  ○ About this Webinar Series
  ○ Participant Survey
● Tips Holding Online Events and Actions
● Tools for Holding Online Events and Actions
● Evaluation and Close

Goals

● Share some tips for inspiring online events and actions
● Introduce useful tools for recruiting and sharing your events
● Base it all in our experiences and stories
About the virtual training webinar series

- Holding Group Meetings Online
- Social Media 101
- Holding Online Events and Actions
- Messaging: Writing Strong Emails and Petitions
- And more!
Participant Survey:

● What kinds of online events have you gone to during the pandemic?

● How comfortable are you holding your own online event or action?

● Why do YOU want to hold an online action or event?
Stories from Lake Iroquois
Tips

1. Make it happen
2. Make it short and sweet
3. Make it live beyond the event
Tip 1: Make it happen

- Don’t be afraid to hold online events!
- Clarify your goals, know your audience
- Have a plan to get people to your event

Create A Plan

COMMUNITY ACTION WORKS
Burning wood = air pollution = public health threat

CARBON EMISSIONS: Up to 150% MORE than burning coal

PARTICULATE EMISSIONS: Much worse than coal

OTHER POLLUTANTS: Comparable to coal (Nox, CO, SO2, lead, mercury and other Hazardous Air Pollutants.

[See: Partnership for Policy Integrity: https://www.pfpi.net/air-pollution-2]
Tip 2: Make it short and sweet

- Mix up the agenda, keep people’s attention
- Coach your activists through storytelling
- Be creative with your online events/actions
Make it short and sweet: Action Works Rebrand Launch Party
Tip 3: Make it live beyond the event

- Follow up after the action
- Get media attention to further your campaign
- Use the event to build your group
The faces of change on toxic water More than 110 million people are estimated to be drinking PFAS-contaminated water in the U.S. alone, and new science suggests that number is actually much higher. These toxic ‘forever’ chemicals found in Teflon, firefighting foam, raingear and more cause cancer, kidney disease, and other serious health problems. Thousands [...] Read More

Make it live beyond the event: Dark Waters screenings
Tools!

- Event registration technology
- Live-streaming, recording, and screen-sharing
- Background setting
Event registration technology
Live-streaming and recording
Background setting
Evaluation
Next steps

Digital training series Third Wednesday of the month 7-8pm

Video will be posted online at CommunityActionWorks.org/Trainings

More resources available at CommunityActionWorks.org/Digital

Next Training: November 18th - Messaging and writing strong letters, petitions, and more

Stay in touch: Info@CommunityActionWorks.org