

Advocacy Tactic How-to Guides



A. LETTER-WRITING CAMPAIGN

A letter writing campaign is a useful tool to make your voices heard and effect positive change in your communities. It involves a collaborative effort by group members to write letters to target audiences, such as school board members or elected officials, to express your opinions, advocate for changes or share stories. By organizing a letter writing campaign, you can communicate directly with target audiences to express your concerns and requests/demands while building a sense of community in your advocacy efforts.

Materials Needed

- Writing implements and paper for brainstorming
- Paper and envelope (print letters)
- Social media accounts (optional — see tips)
- Writing software if typing letters (ex. Microsoft Word, Google docs)
- Postage (print letters)

Target Audience

- Teachers
- Youth at school
- School board members
- Community leaders/members
- Elected officials
- Organization leaders
- Members of the public

When to Use

- Raise public awareness
- Make an appeal for change/request a meeting
- Present summarized evidence
- Rallying large amounts of support/voices

1. Set a Goal

Set a collective goal on what your campaign aims to achieve and what outcomes you are hoping for. Draft a campaign timeline for when your campaign should conclude and how often your group will meet. Determine if your group has any financial or other resources at your disposal, as this will inform the size and type of campaign you plan.

Questions to Consider

- What do you want to achieve? What information do you want to share and why?
- Do you want to raise public awareness, change a policy, present detailed evidence or support a particular initiative?
- Based on your goal, what expectations or outcomes do you hope for? Will other strategies be required to reach your goal?
- Do you have money to purchase supplies or existing supplies? If not, consider a digital only campaign.

2. Define Your Target Audience

The next step is to identify the specific individuals or groups who have the authority to make decisions on the issues that you are addressing. This is a very important step, as it will allow you to write more effective and impactful letters according to your target audience.

Questions to Consider

- Who are you trying to reach?
- Who has the power to make decisions on the issue?
- What matters to this audience?
- Are there additional individuals or groups that you should also contact in addition to your primary target audience?

3. Define Your Key Messages

Define your key messages within the allowable space for the letter's length and in a way that speaks to your target audience. Be specific and articulate your messages in a way that is succinct, understandable and convincing.

Questions to Consider

- What are you trying to convey and why is it important?
- What do you want your audience to understand after reading your letter? What type of evidence or information is helpful for your target audience to understand your cause?
- Have you successfully identified the key messages that you would like to include in the letter?

4. Gather Information and Evidence

Before writing, determine what you know about your topic already and gather existing information together. If you have not conducted any research on your topic, now is the time to do so. Gather more information by searching credible sources that will relate to your target audience for the key evidence to support your messages. Remember to keep your information concise and only include points that will help your audience understand why this issue is important. Discuss within your group if you have personal testimonies amongst you that can be included — testimonies often serve as strong information for advocacy concerns.

Questions to Consider

- Do you have a group mission statement and positionality?
- Do you have personal testimonies in your group or contacts that can be included?
- Have you already conducted research on the topic or is further research required?
- What information sources will your target audience consider convincing and credible?
- What credible sources can you use to gather further information?

5. Assign Roles and Gather Materials

Assign clear roles to ensure that your letter writing process runs smoothly and effectively.

Divide tasks amongst your group such as acquiring materials, acquiring information and evidence, creating the draft and editing. Decide together what materials you need and gather them accordingly.

Questions to Consider

- Which team members are best suited for certain roles based on their interests and skills, such as writing, researching and proof reading?
- What materials do you need? This will depend on your key messages and your target audience.
- How much material do you need and where will you get them from?

6. Create a Draft

To get started with the writing process, draft out sections and bullet points for where your main points will go. The draft can be used as a reference point to identify knowledge gaps and see if further research on your topic needs to be done. Your completed draft will serve as a template for writing your complete letter.

Ensure your letter has the following critical elements:

- Who you are
- A recognition of who the recipient is
- A framing of the problem and its importance
- Supporting evidence and information (e.g., statistics and testimonials)
- Your calls to action/requests
- A request for follow up if appropriate

Include the following sections in your letter, if appropriate:

- Contact information of you/your group
- The date
- Signatures

Questions to Consider

- What are the most important facts, evidence or stories that should be included?
- Are there any topics in your letter that require further research or lack supporting evidence?
- How long should the letter be based on your target audience? In general, the more concise, the better.

7. Write the Letter

Using your draft, fill in the sections of your letter using your gathered information. Using your bullet points and section headings as a guide, write your letter using full sentences and paragraphs. Be sure to fill in any identified gaps identified during the drafting stage.

When writing your letter, consider the following points:

- Personalize your message: Share why this cause matters to you. Include personal stories or experiences from your group or from others, if applicable.
- Be respectful and clear: Make sure to be polite, clear and direct. Clearly explain what you want the recipient to understand and, if appropriate, do.
- Keep it concise: State your point in a few paragraphs. Express what you intend to say without using unnecessary words or sentences.

Questions to Consider

- What tone should be used (e.g., formal, assertive or explanatory)?
- Have you included all critical elements outlined in the previous step?
- Does the letter flow logically? Does the section organization still make sense? If not, consider moving your paragraphs around and see if they read better in a new order.

8. Review and Edit

Conduct peer editing to review your writing. Refer to your draft letter to ensure that you have covered all your intended points. Share feedback with each other and edit the letter until you reach consensus and have a finalized version of your letter.

Questions to Consider

- Does the letter meet your planned goal according to your initial cause, key messages and intended target audience?
- Does the tone and style of the writing sound professional and consistent?
- Is the letter well-organized and structured?
- Is the language, grammar and presentation clear and concise?

9. Send the Letter

If your letter writing campaign involves sending many copies of the same letter (e.g., when trying to get the attention of an elected official in certain instances), you may choose to get others involved with your group's advocacy plan by hosting a letter-writing event, posting about your letter-writing campaign on social media and reaching out to others in your communities who may want to send a letter. Depending on how you have decided to send the letter, determine the final logistics such as who is sending the letter and whose names will be signed to the letter.

Questions to Consider

- Are print letters or emails more effective for your target audience?
- Do you have the necessary contact information for your target audience?
- Whose names will be included in the letter? If using an email, what address will it be sent from?
- Who else outside of your group may want to send a copy of the letter?
- What channels (e.g., social media, school or communities' communications, adult allies) may help recruit others to your campaign if sending many copies of the letter?
- If mailing print letters, what supplies do those outside your group need?

10. Review and Follow-up

After sending the letter(s), keep track of any responses and plan for sharing the response with those involved. Plan for crafting a follow-up letter if no reply is received. If you receive a reply and the response is appropriate and applicable, consider requesting a meeting with your recipient to continue the conversation (see other guides such as [creating a knowledge-sharing event](#) or [delivering a presentation](#)). Check in as a group to review your initial goals and see if/how these goals were met. If relevant, revisit these goals alongside the results of your campaign to guide the direction of future advocacy.

Questions to Consider

- Who in the group will monitor for replies?
- How, and after how much time without receiving a reply, will you send a follow-up communication to your target audience? If sending a follow-up letter, decide with your group on a plan for drafting and sending the letter.
- If a reply is received, what is the next step to continue the conversation? Is it appropriate and applicable to request a meeting?
- How will you communicate replies and updates with those involved in the campaign?

Tips

- Social media: Use social media platforms to share your message/campaign if appropriate.
- Delivery time: If you will be mailing your letter, be sure to account for the time it will take to reach your recipient. This will depend on where your target audience is located.
- Be considerate: Some group members may need anonymity — not everyone may want to include their name or signature on the letter. This is also critical when sharing information about your campaign publicly.
- Continue the conversation: Based on the results your campaign, decide as a group if this is the end of your advocacy project or if there are next steps to continue this work or continue the conversation with your recipient. Consider consulting the other how to guides for projects that may work as your next group advocacy endeavour.

B. DELIVERING A PRESENTATION

Delivering a presentation is an effective way to convey your message, persuade your audience and advocate for change. Whether you're presenting to peers, community members or decision-makers, a well-structured presentation can leave a lasting impact. This guide will help you plan, prepare and deliver a successful presentation.

Materials Needed

- Presentation software (e.g., PowerPoint, Google Slides)
- Computer or device for presenting
- Projector or screen (if needed)
- Handouts (optional)
- Visual aids (e.g., charts, images, videos)
- Notecards or a printed copy of your speech
- Pointer or remote control for slide transitions

Target Audience

- Classmates and peers
- School administrators, teachers and students
- Community members
- Elected officials
- Organizational leaders
- The general public

When to Use

- To advocate for a cause or policy
- To educate others on an important issue
- To persuade an audience to take specific action
- To share research, evidence or personal stories
- To raise awareness and rally support for your cause

1. Set a Goal

Determine the primary objective of your presentation. What do you want to achieve by delivering this presentation? Define your goals clearly to guide the content and structure of your presentation. Consider whether you want to simply share information, recruit people to your cause or if you want to convince your audience of an idea.

Questions to Consider

- What is the main message or call to action you want your audience to take away?
- What specific outcome are you hoping to achieve (e.g., awareness, support, action)?
- How will you measure the success of your presentation?

2. Know Your Audience

Understand who your audience is and tailor your presentation to their interests, needs and level of understanding. Consider their background knowledge, concerns and potential biases. It's important to also gear the time of your presentation and type of visuals to your audience — for example, complicated graphs may not work well with a group of young children, but be perfect for a group of adults.

Questions to Consider

- Who will be in the audience (e.g., age group, background, level of expertise)?
- What does your audience already know about the topic?
- What concerns or questions might your audience have?

3. Research and Gather Information

Collect relevant information, evidence and data to support your message. Ensure your content is accurate, up-to-date and compelling. Include personal stories or testimonials if applicable. Using your gathered materials, write your presentation outline and make notes for yourself on the key points to cover.

Questions to Consider

- What key facts, statistics or evidence will strengthen your message?
- Are there personal stories or examples that will resonate with your audience?
- What sources of information are most credible and relevant for your audience?
- What are the main points you want to cover?
- How will you transition between sections?

4. Develop Visual Aids

Create visual aids to enhance your presentation and make it engaging. This can include slides, charts, images or videos. Make sure your visual aids are clear, relevant and not too cluttered. Including text in your visuals is good, but be sure to use abbreviated points rather than the same text you will be presenting verbatim.

Questions to Consider

- What visuals will help clarify or emphasize your main points?
- Are your slides easy to read and understand from a distance?

5. Practice Your Delivery

Rehearse your presentation multiple times to become comfortable with the material and timing. Practice speaking clearly and confidently, using natural gestures and making eye contact with your audience. If possible, practice in front of others and ask for feedback.

Questions to Consider

- How long is your presentation? Does it fit within the allotted time?
- Are you speaking at a clear and comfortable pace?
- Are there any difficult or complex sections that require extra practice?

6. Prepare for Questions

Anticipate questions your audience might ask and prepare thoughtful responses. Being prepared for questions will help you feel more confident and demonstrate your knowledge on the topic. Consider practicing with your peers asking questions and delivering answers.

Questions to Consider

- What questions might your audience have based on the information presented?
- How will you handle challenging or unexpected questions?
- Are there any points you should clarify or expand upon in your presentation that might lead to questions?

7. Manage Nerves

It's natural to feel nervous before giving a presentation. Use techniques such as deep breathing and positive visualization to calm your nerves. Remember, the audience is interested in hearing what you have to say. The more you practice, especially in front of others, the more relaxed you will be before delivering your presentation. Bring water with you to your presentation and be sure to get lots of sleep the night before.

Questions to Consider

- What techniques help you manage anxiety before and during a presentation?
- How can you channel nervous energy into a positive, confident delivery?
- What can you do if you lose your place or make a mistake during the presentation?

8. Deliver the Presentation

On the day of the presentation, arrive early to set up and test any equipment. Be sure to thank your audience for joining the presentation. Speak clearly, maintain eye contact and engage with your audience throughout the presentation. Don't be afraid to pause to drink water or resituate yourself in your material.

Questions to Consider

- How should you welcome and thank your audience for joining?
- Have you checked that all presentation materials are set up correctly?

Tips

- Be aware of how much time you have and plan your presentation accordingly. Consider using a timing aid to monitor if you are going over time during your presentation.
- Ask questions, invite participation and/or include interactive elements to keep your audience engaged.
- Stick to your main message and avoid going off on tangents.
- The more you rehearse, the more confident and polished your delivery will be.

C. WRITING AN OP-ED

An op-ed is a powerful tool for expressing opinions, raising public awareness and influencing decision-makers. Writing an op-ed allows you to share your perspective on a significant issue, advocate for change, and engage the public in meaningful discussions. Publishing a compelling and effective op-ed will amplify your group's voice and draw attention to your cause.

Materials Needed

- Writing software (e.g., Microsoft Word, Google Docs)
- Research materials and credible sources
- Contact information for media outlets (print, online, etc.)

Target Audience

- General public
- Specific interest groups or communities

When to Use

- Raise awareness on critical issues
- Advocate for policy changes or community actions
- Respond to current events or debates
- Highlight personal stories or experiences

1. Set a Goal

Determine the primary purpose of your op-ed. What message do you want to convey and what action do you want your readers to take? Research what outlets align with your focus area and enquire about their submission process. Establish clear objectives and a timeline for your writing and submission process.

Questions to Consider

- What is the main point you want to make?
- Are you seeking to inform, persuade or call for action?
- What outcome do you hope to achieve by publishing this op-ed?
- What outlets could you submit your piece to and what are their submission processes?

2. Define Your Target Audience and Messaging

Identify the specific audience you want to reach with your op-ed. Understanding your audience will help you tailor your message to resonate with them effectively. Draft clear and concise key messages that support your main argument. These messages should be easy to understand and memorable for your readers. Unlike writing an essay, your writing for an op-ed should be accessible for a broad range of non-academic audiences.

Questions to Consider

- Who are you trying to influence with your op-ed?
- How can your message align with the values or priorities of your audience?
- What are the most critical points you need to make?
- Why should your audience care about this issue?

3. Gather Information and Evidence

Collect credible information and evidence to support your key messages. This could include statistics, expert opinions, historical context or personal anecdotes. Ensure that your evidence is relevant and strengthens your argument.

Op-eds should also involve personal positionality and opinion, as the “op” for opinion. Consider what experiences in your group work best for the story you want to tell with your article.

Questions to Consider

- What research do you need to conduct to support your argument?
- What sources are most credible and relevant to your topic?
- Are there personal stories or testimonies that can help illustrate your points?

4. Create a Draft

Outline your op-ed, organizing your key messages into a logical flow. Begin with a strong introduction that captures attention, followed by supporting paragraphs that provide evidence and analysis. Conclude with a powerful closing that reinforces your message and encourages action. Remember to keep your language accessible and conversational; unlike an essay, an op-ed should be less formal but still convincing. Once your draft is complete, review for grammar and syntax, and consider having someone else read your work to catch any errors you missed.

Elements to include:

- A compelling headline
- An engaging introduction
- Key arguments supported by evidence
- A conclusion that reinforces your main message and includes a call to action

Questions to Consider

- Is your op-ed organized in a way that flows logically?
- Does your introduction grab the reader's attention?
- Are your key points clearly articulated and supported by evidence?

5. Submit the Op-Ed

Identify the appropriate media outlets or platforms for submitting your op-ed. Follow the submission guidelines provided by each outlet, including word count, format and any specific requirements.

Questions to Consider

- Which media outlet is best suited for your op-ed's target audience?
- Have you followed all submission guidelines?
- Do you need to follow up with the editor or outlet after submission?

6. Follow-Up

Follow the submission after submitting your op-ed. Monitor for follow ups from the outlet such as editing requests or updates on publication date. If your op-ed is published, share it widely to maximize its impact. If it is not accepted, consider revising and submitting it to another outlet or platform — often authors will share their article with many outlets before finding a place for publication.

Questions to Consider

- How will you share your published op-ed with your network?
- If your op-ed is not accepted, what other outlets might be interested?
- Will you need to revise your op-ed based on feedback or rejection reasons?

Tips

- Op-eds are most effective when they are relevant to current events or ongoing debates. Consider how your group's goals align with current trends being covered in media outlets when deciding where to submit your work.
- Thoroughly research potential outlets for publication. The publication process can be difficult, so don't get disheartened by rejections. There are lots of potential spaces for your work to be published.

D. REACHING OUT TO ELECTED OFFICIALS

Reaching out to elected officials is a great advocacy strategy to make your voice heard on issues that matter to you and your community. By effectively communicating with decision-makers, you can influence policies, advocate for change and hold public officials accountable. This guide will help you organize and execute a successful approach to engage with elected officials on issues that are important to you.

Materials Needed

- Writing implements and paper for brainstorming
- Writing software if typing letters (ex. Microsoft Word, Google docs)
- Paper, envelope and postage (if mailing)
- Email accounts (if emailing)
- Phone (if calling)
- Social media accounts (see tips)

Target Audience

- Local government officials (e.g., mayors, city council members)
- Federal representatives (e.g., Members of Parliament)
- School board members
- Community leaders/members
- Public officials (e.g., park board members, ministers of education)

When to Use

- Advocate for policy changes
- Express your opinion on policies
- Raise awareness about community issues
- Request meetings with officials
- Hold elected officials accountable

1. Set a Goal

Determine the specific objective of your outreach. What do you want to achieve by contacting an elected official and what sort or level of official makes sense for your particular inquiry or appeal? Determine if you are looking to solicit information, make an appeal for action or inform them of information from your group.

Questions to Consider

- What is the main issue or policy you are addressing?
- What specific action do you want the elected official to take?
- What outcomes are you hoping to achieve?

2. Define Your Target Audience and Messaging

Research and identify the elected officials who represent you at the local, provincial and federal levels in your area of interest. Look for officials whose area of responsibility aligns with your objectives. Determine which officials have the authority to act on the issue you are addressing, if soliciting their action.

Questions to Consider

- Who represents you at the local, provincial and federal levels?
- Which officials have the power to influence the issue you are advocating for?
- How can you find accurate contact information for these officials?
- Are there additional individuals or groups that you should also contact affiliated with the office of your chosen official?

3. Define Your Key Messages

Define your key messages with clear succinct points. Include your information, your motivation for contacting the official, the information about your issue, why they should care about your issue and any requests you have.

Questions to Consider

- What are you trying to convey and why is it important?
- What do you want your audience to understand after reading your letter?
- What type of evidence or information is helpful for your target audience to understand your cause?

4. Make Contact

Decide how you will reach out to your elected officials. Consider writing letters, sending emails, making phone calls or engaging on social media. Each method has its advantages depending on the situation and your target audience. Regardless of how you reach out, be sure you convey clear, concise and respectful messaging that outlines your concerns and what action you are requesting. Be sure to personalize your messaging, providing specific examples or personal stories to make your case more compelling.

Questions to Consider

- What method of contact will be most effective for your message?
- Is there a specific protocol or preferred method for contacting this official?
- Are you following the best practices for your chosen method of contact (e.g., proper email etiquette, respectful tone on the phone)?
- How will you confirm that your message has been received?
- Are you prepared to answer questions or provide additional information if contacted by the official's office?

5. Organize Group Outreach (Optional)

If you're working with a group, organize a coordinated outreach effort where multiple people contact the same official about the same issue. This can amplify your message and demonstrate broader community support. This can also take the form of a letter writing campaign (see [Letter Writing Campaign how-to guide](#)).

Questions to Consider

- How can you coordinate your group to ensure a consistent and unified message?
- Should each group member personalize their message, or will you use a template?
- How will you track who has contacted the officials and any responses received?

6. Follow-Up

Keep track of any responses from the elected officials. Depending on their reply, you may need to follow up or provide more information. Consider determining a timeframe to follow up if no response is received (if requesting a response) to ensure your message was received.

Questions to Consider

- Who will monitor for responses from the officials?
- How will you handle different types of responses (e.g., supportive, non-committal or negative)?
- Should you follow up, and if so, how soon after the initial contact?

Tips

- Always communicate respectfully, even if you disagree with the official's stance.
- Keep up with the latest developments related to your issue, as policies or circumstances may change.
- If you don't receive a response, follow up with a polite reminder or additional information.

E. HOSTING A KNOWLEDGE-SHARING EVENT

Hosting a knowledge-sharing event is a powerful way to bring people together, share valuable information and build community. These events can facilitate discussions, spread awareness about important issues and empower others to act. By organizing a knowledge-sharing event, you can create a platform for collective learning and change making in your community.

Materials Needed

- Venue (in-person or online)
- Presentation tools (e.g., projector, microphone, virtual meeting software, presentation slides and/or video)
- Invitations
- Resource materials (e.g., handouts, pamphlets, fact sheets)
- Refreshments (see tips)
- Sign-up sheet or digital registration (see tips)

Target Audience

- Youth and adults in your community
- Educators and students
- Community organizations and leaders
- Subject matter experts
- Family and friends
- Decision makers

When to Use

- When wanting to raise awareness about specific issues
- When wanting to educate and inform the community about your change campaign
- When wanting to foster discussions and idea exchange
- When wanting to mobilize collective action

1. Set a Goal and Target Audience

Define the purpose of your knowledge-sharing event and what you hope to achieve by bringing people together. Consider what knowledge you want to share or exchange and how this process will support policy or system change. Identify the key people or groups you want to reach through the event and think about what event format (in-person or online) would work best. Once you have defined your audience and presentation format, determine a potential date and the event goals. Prepare a timeline of tasks to guide preparation and help you keep organized. Some example tasks to consider include booking your venue, sending out invitations, securing equipment and developing presentation materials.

Questions to Consider

- What is the main goal of your knowledge-sharing event?
- What specific outcomes are you hoping for?
- Do you have the resources required to host the event?
- What tasks do you need to accomplish to prepare for the event?
- Who will benefit most from the information being shared?
- How can you engage your audience effectively?

2. Plan the Event Structure

Decide on the key topics, themes or issues you want to cover during the event, and whether your group will need support from adult allies. If you require support, now is the time to identify your allies and reach out. The more notice you provide, the more likely they will be available to help. Plan the structure of your event, including presentations, discussion, Q&A sessions and any interactive activities you may use to enhance learning and excitement. Once you have identified the elements you will use in your event, create an event structure or agenda including a tentative runtime for each component. This will help guide your preparation of event content and materials, and will be useful when considering details such as the duration of your event.

Questions to Consider

- What are the most important topics to cover and in what format?
- Who are the best people to present or facilitate discussions?
- How will you structure the event to be engaging and informative?
- How long will each event component of the agenda take?

3. Choose a Venue and Format

Select an appropriate venue for your event, based on the resources required, target number of participants and accessibility considerations. Think about spaces you may already have available to you, or which may be low cost. If hosting a virtual event, choose an accessible online platform such as Zoom or Google Hangouts. Ensure that your venue or platform can accommodate your expected audience size and any necessary equipment before making your final booking. If hosting an in-person event, it's important to reach out to your venue as soon as possible to confirm the space.

Questions to Consider

- Is the venue or online platform accessible and comfortable for your audience?
- Does the venue or platform have the necessary resources (e.g., audio-visual equipment)?

4. Promote the Event

Develop a promotional plan for your target audience. If you have specific audience members to invite, collect contact information and decide on the channel you will use for invitation. If seeking to attract community leaders or organizations, consider making flyers, social media posts, community posters or using word-of-mouth. Be sure to include important details such as the date, time, location and how to RSVP or register for the event. Requesting attendees RSVP is helpful in estimating your audience size, which may be important to know when setting up your space.

Questions to Consider

- What promotional strategies will reach your target audience most effectively?
- What platforms or channels will you use to share information about the event?
- If sending personal invites, do you have the contact information for your audience members?

5. Develop Final Materials and Resources

Compile your list of materials, including any handouts, presentation scripts, slides and videos, discussion guides and tools for interactive activities. Collaborate with your group to design and review your materials and ensure that your materials are informative, engaging, and accessible to all participants. If you are printing materials, plan how this will be executed, including costs and timelines for delivery.

Questions to Consider

- What materials will participants need during the event?
- How can you make sure your materials are clear, engaging and relevant?
- Do you need to prepare any resources?

6. Practice

Before the event, conduct a rehearsal with your group and any speakers. This will help you troubleshoot any technical issues, refine the event's flow and ensure everyone is prepared. Adjust the flow based on your practice run to improve the event's delivery.

Questions to Consider

- Are all speakers comfortable with their roles?
- Have you identified and addressed any technical issues?
- Does the event flow smoothly from one segment to the next?
- Do your segments stay within the planned time frame?

7. Host the Event

On the day of the event, ensure that everything is set up in advance. Welcome participants as they arrive, whether in-person or online, and provide them with any necessary information and handouts. Facilitate the event according to your plan, keeping the atmosphere engaging, inclusive and respectful. Check in with your co-hosts throughout the event and any involved speakers.

Questions to Consider

- Are all logistics in place and working as planned?
- How will you ensure that participants feel welcomed and engaged?
- What steps will you take to manage time and keep the event on track?

8. Gather Feedback and Reflect

After the event, gather feedback from participants to learn what worked well and what could be improved. Consider sending out follow-up emails or using comment cards to collect ideas and feedback. Reflect with your group on the event's success, and collect your thoughts in a collective note sharing space on key learning and outcomes from the event. If appropriate, share a summary of key information with the participants and/or speakers.

Questions to Consider

- What feedback did participants provide about the event?
- What were the key successes and challenges of the event?
- What key information was learning or shared at the event?

Tips

- Encourage participation through Q&A sessions, group discussions or interactive activities.
- Ensure your event is accessible to everyone, considering factors like language, physical accessibility and virtual access.
- Consider having your participants register for your event, if appropriate, for follow up and to better estimate your audience size. If you collect participant personal information, be sure to store this according to legal policies, and inform your participants how their information is stored and who has access to it.
- If appropriate and within the resources/budget of your group, consider providing refreshments and water at your event to make the space more welcoming and engaging.