



EBHO

EAST BAY HOUSING ORGANIZATIONS

Affordable Housing Week 2010 Event Organizer Planning Guide ***Affordable Housing: Healthy Families, Sustainable Communities***



East Bay Housing Organizations

We've developed this event organizer to help you prepare for **Affordable Housing Week**, Friday, May 7 through Sunday, May 16. The event organizer will give you the tools and information you'll need to create a successful event for your organization. If you have any questions about your event or preparations, please contact Joel Tena, Program Director with EBHO, at 510-663-3830, ext. 322, or by email at joel@ebho.org.

On this Event Organizer page, we'll take you through a list of questions and helpful hints to support what you hope your event might look like. We'll ask you a few details and provide some suggestions that will help you get things done. We've also included a timeline that can assist you in avoiding any last minute rush to complete your event arrangements.

Planning Your Event

1. What is the theme of your event, what will it look like and how many people do you think might attend? (Hint: *Are you showing property, demonstrating or providing information? What will motivate your audience to attend your event? New information about your services, a chance to meet with decision maker(s)?*)
2. Where are you planning to host your event? (Hint: *If you're providing a property tour, have a place where people can gather to meet with the principles, gather information, and enjoy some refreshments, before or after the tour(s). If you're having a gathering and providing an informal talk, think about a space where you can have a table or two with information and chairs for interested participants.*)
3. How are you planning to promote your event? You have an audience of interested people who would like to learn about your property, service, or information. (Hint: *Emailing to a list is helpful, but mailing an invitation is best and provides a personal touch. Check out our **promotions section** for more ideas.*)
4. How are you incorporating the Affordable Housing Week theme for 2010 (*Affordable Housing: Healthy Families, Sustainable Communities*) and other EBHO requirements? (Hint: *Your event will be selected by how it incorporates the theme and relates and promotes Affordable Housing Week in general. Affordable Housing Week is designed to increase visibility and understanding of issues related to affordable housing as well as connecting with allies, strategic partners – like elected officials, labor unions, etc – and the general public to increase support for affordable housing in Alameda and Contra Costa Counties. Please refer to Affordable Housing Week Event Criteria form for more information.*)
5. Logistics or how your event will play-out? Making your event as accessible to as many people as possible should be your goal. (Hint: *If you have a small organization, then perhaps you are the **event coordinator**. If you don't have time, you will need to make someone the coordinator and take charge of event logistics and planning. Having your event laid out from start to finish will help you get an idea for what people are doing. Check out the Event Timeline Checklist for more information.*)



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Promoting & Advertising Your Event

It's important to take some time in your planning to think about how to get people to attend your event. There are a number of ways to do this, some take more time than others. We strongly urge you to do two or more of the promotion/advertising suggestions listed below.

Calling: One of the most effective ways to promote your event is calling potential attendees. If you have a list of people who have expressed an interest in what you're doing, call them and let them know about your event. As a follow-up reminder, send them an invitation (preferable postal mailing over email.)

Emailing: If you have a random list of names (and no physical address), send out an invitation. Be sure to provide a physical address for your event, the times, and some details. Important: As your writing the email, ask yourself, why would they come to my event?

Flyers/Posters: Place flyers/posters (our Affordable Housing Week posters or something specific to your event) where your audience frequents. Restaurants, bookstore, retail outlets, playgrounds and other public places. Flyers/posters are a great way to announce your event. Let them know in big letters that your event is FREE.

Paper/Online ads: If your audience lives in a district with a local or online paper, promote your event with a small announcement or advertisement. In addition, while you're placing the promotional piece, see if you can speak with the paper's publisher and tell them about your event. You're providing valuable information for local residents and most likely, the publisher will print an announcement or an article. Call Joel at the EBHO office for details on contacting local papers.

Canvassing: This is a great way to get the word out fast about your event. Create a simple flyer (8 ½ x 11"), make some copies and have them delivered door to door, at the building you are highlighting itself, or throughout the neighborhood. Again, let them know what you're doing, and why they might be interested in attending. Show a picture of the property and outline, briefly, the event. Giving something away also helps (refreshments, balloons, etc.)



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Event Timeline Checklist 2010

We have provided a general timeline for you to use in preparing for your event. Feel free to customize it to the specifics of your event. The larger and more involved your event becomes, the more time you will need to complete your arrangements. If this is your first event with EBHO, we strongly urge you **to keep it simple**. Providing a meeting space with some refreshments and promoting your event with some of the suggested ideas should provide you an adequate return of participants and ultimately contribute to a successful week!

Item	Dec, 2009	Jan, 2010	Feb, 2010	March, 2010	April, 2010	May, 2010	Comments
Submit event proposal to EBHO							
Decide on event coordinator/lead							
Develop event theme (along w/AHW theme).							
Decide what your doing at the event							
Set your event goals and outcomes							
Logistics: Location? Set up (tables, chairs, etc.)							
Refreshments?							
Confirm with EBHO			MONDAY 02/09/2010				What is your event status?
Promote your event-			Submit draft outreach plan				
Contacting local audience							
Contacting local civic leaders							
Check in with EBHO		1/14/10 AHW Planning Mtg	Event Planning & Training Workshop	Phone Check In	In Person Planning Mtg	1st event day - May 7	What is your event status?

Please contact Joel Tena at EBHO (510.663.3830, x322; Joel@EBHO.org) when you have completed all your event arrangements. Thanks and we hope you have a successful event!