

# WE DayX

## How-To Guide

### Step 1: Get started

Putting together a WE DayX event might seem overwhelming at first. This is no regular assembly we're talking about! Sure, it's a lot of work, but we've made it easy for any student or educator willing to take a leadership role in organizing the event with the PowerPoint template stored on your USB. Follow these steps, tips and tricks, and before you know it, your event will come to life in an unforgettable experience.

#### Envision your event

How many guests will you invite? Will you host it at school or at a venue in your community? When will it be? What will your call to action be? How long will it be? Does the date conflict with other events going on in your school or community? Does the venue have a stage and somewhere you can set up a projector and speakers?

#### Get approval

Has your principal given you permission? Is the school gym or auditorium available to host it? What other restrictions might arise?

#### Team up

Who will be the main event organizers? Who will lead the smaller teams responsible for other components of the event (e.g., advertising, budgeting, etc.)?



### Step 2: Plan it

Planning is everything. If years of WE Day events have taught us anything, it's that a solid plan is one of the most important elements of a smooth and successful event. Start by using the PowerPoint template stored on your USB.

#### Plot the content

There should be a variety of performances and speeches that reflect the passions and talents of young people in your school and community.

There should be educational content about different causes and issues. Successful events have a balance of content across different mediums (e.g., video, music, speeches, etc.).

Decide on your call to action and how you will reach your fundraising or awareness-raising goals.

#### Dive into the logistics

Identify what materials you'll need (e.g., tech equipment, seating, decorations, cameras, etc.).

Plan how your team will acquire and set up these pieces before the event and how you'll take them down afterward. Create a checklist to help you.

#### Make a plan B

Brainstorm and make a list of potential issues you might encounter while planning and staging your event, and a plan for what to do if they do occur.

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## Step 3: Promote it

The communications or media team should start promoting the event as early as possible. A successful promotion plan will ensure that your entire community knows about your event: your mayor, local politicians, news outlets, family and friends, and your WE Schools Program Manager.

### Reach out to talent

If you're inviting talent from your community, start contacting your chosen speakers and performers as soon as possible. Let each speaker or performer know what they could speak about and the impact they will have by choosing to participate.

Don't forget the talent in your own schools. WE DayX is a great opportunity for students (and staff) to take the stage and inspire with their words, poetry, music, dance, etc.

### Advertise your event

Promote the event in your community and within your school. The advertising possibilities are endless! Ask those outside of your school for help. Provide them with all of the important information and posters, and encourage them to share those with their work colleagues and friends. Get your school and community excited about your inspiring event!

Create a Facebook event page and invite people in your school to join. Then, help build excitement by sharing photos, stories and videos of past WE Day events.

### Contact media

Working with the media is one of the best ways to promote your event. Don't be afraid to contact local newspapers, magazines, and TV and radio stations. Pay attention to what media sources your friends, colleagues and community pay most attention to. Then, get their contact info online and send them a media alert about your event.



## Step 4: Make it happen

It's almost time for the big day! The talent is booked, the schedule finalized, the promotion successful, the equipment rented and the script complete. Everyone's eager and ready to go!

### Create a pre-event checklist

Walk through the whole event from start to finish, assessing each step. Use the checklist you created during the planning stage and add any items to it you may have left out.

### Rehearse

Do a full technical rehearsal with the video and sound equipment and make sure the speakers and performers have everything they need. Make sure the videos embedded in your PowerPoint template are good to go.

### Have a blast!

## Step 5: Reflect on it

Congratulations! Putting together an event like this is no easy feat, but you did it! You have set in motion a chain of events that will better the lives of many people across the world.

### Say thank you

Show everyone how much you appreciate their help and support. Send a thank you note or email to all volunteers, speakers and special guests who were part of your event.

### Make a record

You've put a lot of work into your event, and very likely learned a lot of lessons along the way. Make it easier for next time by taking notes that can serve as a road map for your next event. You can also collect any media coverage, video footage or pictures that were taken at the event.

### Keep the energy alive

Take advantage of the excitement generated by your event by launching into your cause or campaign fundraising activities right away. Remind people to stay involved with your campaign.

### Report back

Contact your WE Schools Program Manager and let them know how your WE DayX went!