

# COMMUNITY EVENTS STRATEGY

## Overview & Goals

Pilot community events can be in-person or virtual events with any of your community groups, designed to bring people together to learn about one another, the pilot, and hear more about the experiences of people in the community. The primary goals include:

- Bringing people together to do something fun that encourages people to connect with each other.
- Creating genuine connections and building trust between yourself and your partner coalition, recipients, and broader community.
- Giving space for these groups to make their connections within their community.
- Building broad support for the basic income pilot and other economic justice work happening in the community.

## Types of Events

When choosing the type of event you would like to organize, it is important to consider your audience and what your goals are for the event. These kinds of events are rooted in opportunities for community members to share their experiences, talk about needs or concerns of the broader community, and connect around common interests and values.

Below are a few suggestions of events that would be suitable for bringing people together and starting the process of building a deeper community in support of each other and the work you are doing:

### Community Meal:

- Invite your community to a barbecue, picnic, potluck, or restaurant to have a meal together. Breaking bread with your community is a great way for people to learn about each other, make connections, and collaborate on projects to push the movement forward.

### Movie Night:

- Bring your community together to watch a film (fictional or a documentary) that touches on themes of economic justice, elevates important stories or experiences related to your pilot, or any issues or ideas you think would inspire deeper sharing and listening for the attendees.

### Outdoor Activities: Community Skate, Hike, Yard Games, etc.

- Doing a fun outdoor activity as a group can encourage people to connect. Participating in a mutual activity or being part of a team effort is an easy ice-breaker to start a conversation that can ultimately lead to talking about one's experiences, work or participation in the community.

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## Strategy & Approach

### **Be Truly Inclusive.**

As you start to design your event, consider the potential needs or barriers for your community to participate and do what you can to alleviate them. If your event is for the broader community and you anticipate families attending, provide childcare, lunch or dinner, and activities that can engage everyone. If the community event is for your coalition of organizations, consider their own needs as an organization and build in sharing opportunities that could lead to support or partnerships for their own work. Factors to consider: venue type or location, food or care boxes for participants, translators / interpreters, childcare, and more.

### **Utilize Connections to Keep Costs Low.**

Event organizing can be expensive and take considerable time and skills. Think about the relationships you have in your community of partner organizations and determine if any can help make the event more successful and easier / cheaper to run. Venue rental for in-person events, food or care boxes for participants, translators, childcare, and other aspects of the event might be offset by other organizations. You can also think of events as an opportunity to reach out to new organizations you believe might be interested in partnering on this event. Pooling resources and services from across your network is the best way to reduce costs.

### **Create a Balanced Event.**

When designing your event, make sure to think of a variety of types of activities and find a balance between light and fun, deeper explorations of experiences, and educational opportunities. Make sure you assess the time commitment and difficulty level of each in order to design based on what makes most sense with your event and your community member types. Prioritizing lighter activities for these types of events is a good strategy, as they are more inclined to create a space for people to connect.

### **Build in Flexibility.**

For this type of event, it is important to have a flexible structure that allows for changing tactics for facilitation and implementation of activities to make sure people have ample opportunities to connect with each other in a variety of ways and move around the space. Keep your goals at the center, and think ahead of time of potential shifts you might make to the agenda if it makes sense for the group, while still accomplishing what you set out to do.

### **Document and Collect Content Created by Participants.**

Sharing a wrap-up report or sending a follow-up email with highlights from the event with your participants is a critical part of building community, demonstrating follow through and keeping people engaged and connected. It is also a key way to demonstrate that you value the time, experience, and expertise shared by your community and emphasizes its connection to the broader purpose. Always think of communication as an opportunity to build trust and transparency. The more people see their own input integrated into the work you are doing, the more they are likely to want to participate in the next event or action.

When you know that documenting and sharing is the goal, be sure to build this into the process of the activities themselves. Have people write down their thoughts or experiences in formats that are easy to collect for transcribing. Take photos of people engaging in the activities themselves, and also take lots of photos of the outputs (stickies, flip charts, butcher paper) so that you have a digital copy of things prior to packing things up. When possible, bring the physically written artifacts back with you so you can take additional photos as needed and have confidence that you are documenting and quoting people accurately.

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## **Types of Activities to Facilitate**

Community events are ripe with opportunities to bring people together to connect with their community, understand the work being done, and collaborate. Income Movement has created detailed activities to help you do this work. Refer to our Resources or visit [www.incomemovement.org/pilot-toolkit](http://www.incomemovement.org/pilot-toolkit) to see recommended activities based on your target community and where you are in the pilot lifecycle.

## **Educational Resources**

Income Movement has designed a variety of educational resources that you can print and bring to your event for participants to take home. These resources cover a variety of topics including: basic income terminology, common arguments against basic income, historical supporters of basic income, trailblazing pilot demonstrations, and much more. We highly recommend having some of these available at your event. Here's a link to access: <https://www.incomemovement.org/basic-income-ed>.

## **Need Support?**

Income Movement would love to provide you with the support you need to make your event successful. Please contact us if you have any questions or would like to connect.

Reach out to Erica Wright at [Erica@incomemovement.com](mailto:Erica@incomemovement.com). Make sure to bring the energy back to a positive space before moving on.