



Arctic Refuge Action

Organizing and Promoting Your Own Event

Holding an event is one of the best ways to raise public awareness and to promote action. Events showcase your concerns in a public space, and, if properly organized and promoted, they can attract a large number of people from diverse communities.

Here are some suggestions for organizing and promoting an event:

- 1) **Make your event a “community event,”** by involving other groups: conservation groups, photography clubs, church groups, naturalist societies, League of Women Voters, Native American groups, college, university and faculty groups, etc. A broad range of Americans are interested in the Arctic Refuge. Involve members of other groups in pre-show arrangements (poster distribution, interview arrangements, printing show details in newsletters, etc.).
- 2) **Book a public meeting place that seats at least 100 (and preferably more).** A 7:00 or 7:30 start is usually best for evening events. Remember to reserve the space for enough time to properly set up and clean up. Think about what equipment you will need (for example: a slide projector, a screen, an extension cord). Make sure that the venue can accommodate these needs.
- 3) **Contact the field offices of your Congressperson and Senators.** Invite them to attend. Even if they cannot attend, they will appreciate the invitation.
- 4) **Contact colleges and universities.** Biology, Anthropology, Geography, Political Science, Public Policy and other departments may also be interested in this program.
- 5) **Promote the event in a newsletter.** If you are part of an organization, include a write-up about the event in your newsletter. If not, approach other organizations and ask if they will include a description of the event in theirs.
- 6) **Put up posters one week before show** at colleges, clubs, grocery stores, coffee shops, local businesses, theatres, museums, anywhere! (any earlier and they get taken down or covered over by someone else’s poster; or people start tuning them out because they’ve been up for a while).
- 7) **Distribute public service announcements.** It’s best to distribute widely, but if you only send out one, get it to your public radio station. Get them out early. Stations like to receive PSA requests a full month before the event.
- 8) **Call people!** If you are part of an organization, call as many of your members and friends as you can one week before the program date. When your members realize that

you are calling for no other purpose than to invite them to the program (not to ask for money), they will be pleasantly surprised. They will often thank you for calling them.

9) **Interviews (radio and newspaper):** If your public radio station or newspapers have a journalist who is known to be sympathetic to environmental issues, call and invite him or her to the event. Let the reporter know that he or she should feel free to contact you with any questions.

GOOD LUCK!!

Event Ideas:

1) **Screen *Being Caribou*.** This movie chronicles environmentalist Leanne Allison and wildlife biologist Karsten Heuer as they follow a herd of 120,000 caribou across 1,500 kilometers of rugged Arctic tundra. At stake is the herd's delicate habitat, which would be devastated if proposed oil and gas development goes ahead in the herd's calving grounds in Alaska's Arctic National Wildlife Refuge. Go to http://www.alaskawild.org/forms/being_caribou_party.htm to get your free copy.

2) **Throw a Letter Writing Party.** One of the easiest ways to let your members of Congress know how you feel about protecting the Arctic National Wildlife Refuge is to write them a letter. Make an event of it, and gather together everyone you know to write to your Congressional members.

3) **Stage a Mini-Rally.** Spread the word and educate people about the importance of the Arctic National Wildlife Refuge and why drilling should not be allowed there. Use the tips on this page to book speakers and a meeting place.

Don't forget to let us know what you're doing! Email us at events@arcticrefugeaction.org.