

Workshop Outline: Coordination, Level 1

Workshop Objectives:

By the end of this workshop, everyone should:

- Have a basic understanding of event planning, volunteer management, and fundraising as the core elements of coordination
- Your Visibility, Your People, Your Money
- Have thought through all those things we forget to think about in the midst of the semester rush!!

Audience:

- 15 - 45 participants, post-secondary or high school age
- Different experience levels!
- Hands on – no powerpoint

Total Time: 1.5 – 2 hours

Materials:

- Flip chart
- Markers
- Scrap paper
- Pens

Intro to session! (5 minutes)

1. Event Planning

- Never have an event for the sake of having an event!!!
- How do events fit into the larger strategic goals of our movement?

Activity: Types of event vs. types of goals (30 minutes)

- What types/categories of events are there? (Brainstorm, put on flip chart)
 - Ex. Educational, networking, fundraising, protest, engagement, work party
 - Have people go through and give examples of events in each category that they have been part of
 - Break-out groups: each group takes a category –
 - How does that kind of event play into the larger goals of an organization (long term, short term)? How can you ensure the event maximizes on those goals?
 - What are the motivations of the people who attend that kind of event? How can you give 'em what they want?
 - Report back

2. Volunteer Management

Activity: The Volunteer Experience (25 minutes)

- Self reflection: Why are you here today? Why have you taken on volunteer roles in the past? (draw it to spark creativity!)
- Break into pairs: share your drawing with a friend. Discussion: What was your best volunteer experience – why was it so great?
- Bring it back to the main group for discussion of main points – what made those volunteer experiences so great? Any really bad experiences? Why?
- Large group discussion: what are the characteristics of a good volunteer leader?

Activity: Volunteer pairing! (15 minutes)

Pairing people with their passions and interests, and the art of delegation

Everyone is making a meaningful contribution and getting a valuable volunteer experience

- Group splits into 2: the volunteers side and the delegation side
 - Everyone on the volunteer side thinks about one thing they would bring to the volunteer experience (can create your own wacky character!). Think about things like: skills, time commitment, weaknesses etc. write it down
 - Each person on the delegation side thinks about a task that needs doing and what kind of volunteer they need for it (Signing up professors to the teach-in – need a volunteer who is organized, courteous etc)
 - Facilitator yells MATCH and everyone finds someone from the opposite group. They have 30 seconds to share who they are or what they're looking for and decide together if they're a good fit
 - Once you find a fit you sit down with your partner and the game continues until everyone has their pair!

Debrief – was it a perfect fit? What was their weakness – how could you work together to overcome it? Would it affect their success in the position? What was their strength? Was it being utilized?

LEARNING OUTCOME – make sure you know your volunteers!!

3. Fundraising

Ask for show of hands: How many people have done fundraising before? How many people have gotten the money they were asking for? **YOU CAN GET THE MONEY YOU NEED!!**

Activity: Brainstorm: types of fundraising and what you might use each one for (10 minutes)

- Types of fundraising
 - Donation requests – in kind, small cash (<\$500)
 - Donation requests – large grants
 - Events
 - Social Enterprise

Activity: Going for the grant (30 minutes)

Break down into groups of 4 and come up with something you are fundraising for that will cost less than \$500. It could be registration for a conference, a small event, or a student honorarium to run a program. Groups will write up a 1-2 page letter that has the relevant elements of the proposal outline (2-8 below), and come up with a list of potential funders for the grant. Have 1-2 groups read their letters to the group at the end.

- Proposal Outline
 1. Summary of proposal (write this last! – not necessary for small grants)
 2. Why is this work important (need)
 3. What exactly do you plan to accomplish (objectives)
 4. How are you going to accomplish these objectives? (Planned activities)
 5. How are you equipped? (Resources)
 6. What are your results? (Evaluation)
 7. How much will it cost? (Budget)
 8. What else would you like to add? (Appendix, unless it's a small grant)