

How to Organise a Campaign Event



A campaign event is a great way to focus media and community attention on the issues that are facing community-owned childcare at the forthcoming election. An example may be to organise a sausage sizzle at your centre and invite parents to discuss issues. Invite local MP's and candidates and let the media know what's going on with a media release (See Action Sheet 10). Here are some tips on making your event a success!

- Make sure you've got a plan. What is the message you are trying to communicate? (Refer to the NACBCS demands & the 10 Good Things About Community Ownership pages) What visuals for the media will there be? (ie photo opportunities of MP's)
- Time your launch according to news deadlines. Remember things like Sunday is a slow news day.
- Send invitations & media releases no more than a week before the event (otherwise they may be lost or forgotten) & follow up on invitations the day before the event.
- Don't just invite hard news providers – magazines, local papers, community radio stations and variety television shows are also great outlets and more accessible.
- Prepare a media kit with media releases, background information, NACBCS demands and contact details to hand out on the day.
- Make the event colourful – include signs, banners, activities, costumes, children, etc.
- Practice running through the day.
- On the day – brief spokespeople, keep speeches short, be friendly – introduce yourself to journalists & photographers, prepare seating & arrange follow-up interviews.
- Be prepared to sell your story!

**MAKE YOUR EVENT
DIFFERENT! VIBRANT!
NEWSWORTHY!**