

To help plan your activity remember, the key components to organizing a Go for Green Celebration event! Here are a few suggestions to make sure your event is a success :



- ❖ Ensure that all aspects of your activities are environmentally responsible
- ❖ Make sure your activity site is accessible to everyone, including persons with disabilities.
- ❖ Use your activity to tell people about Go for Green and how it can be a part of everyday life.
- ❖ Put a Go for Green sign up in a visible location.
- ❖ Get support from existing active or environmental committees in your community or province/territory.
- ❖ Invite decision makers, i.e. politicians, other community leaders to participate in your Go for Green activity.
- ❖ Make your activity the beginning or part of a longer term community project.
- ❖ Share your Go for Green activity information with other leaders in your organization and community.
- ❖ Encourage participants to make a personal commitment to active living and environmental citizenship.
- ❖ Invite the media. Ask for their support in covering your activity.
- ❖ If possible, have a photographer or videographer available at your activity.
- ❖ Send pictures to your provincial/territorial representative or to the Go for Green office. We want Canadians to know your success stories.
- ❖ Ask for help from volunteers. Include people with different skills, experiences and ages.
- ❖ Make your Go for Green activity fun, active and full of learning.

More Helpful Hints for a Successful Go for Green Celebration Event:

- Check with City Hall/Town Council to determine regulations and whether you need a permit or license. Give them a description of your event, its objectives, etc.
- Check timing of your event. Make sure you know what else is going on in your community so that you are not competing for attention with another event.
- Determine your budget requirements. Events cost money. How will you obtain the appropriate funds? Can you get local sponsorship or business donations ? You may need to fundraise or charge a registration fee.
- Create a focus for your event. Be clear on what it is you are doing and what message you are giving people. Remember to keep it simple and keep it clear.
- Establish your location. Make sure it fits your needs such as the number of people anticipated, environmental impact, facilities, etc.
- Have prepared information ready about the issues surrounding your initiative so that it is on hand at your event.
- Find a good spokesperson to represent your group at the event. Think of someone who speaks well, has a pleasant personality and who is a good motivator.
- Advertise your event with posters, leaflets, free publicity, etc.
- Get the media involved. Invite them to participate in the planning stages of your Go for Green Celebration event. This may increase the chance of media coverage.
- Make plans to evaluate your go for Green Celebration event in advance. Determine the criteria for a successful event.