

Une image contenant capture d’écran

Description générée automatiquement

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Scenario



Whether you are at school, at work or with friends, you sometimes have to plan an activity, a party, a business meeting, a weekend getaway, etc. Planning demands organization, communication and maybe, just maybe have a Plan B!

Since you are known to be a proactive person, of course, the people around you expect you to take charge! Throughout this learning situation, you will read and watch videos pertaining to organizing an event. At the end, you’ll be invited to write a public communication to promote a protest walk!

In this learning situation, you will:

 Choose an issue close to you and plan a march to support it;

 Read, watch videos that will help you be more efficient when planning an event;

 Learn how to write a formal letter and promote an event;

 Write a formal letter;

 Write a short promotional paragraph for social medias

Task 1 Choose an Issue That Matters to You

Recently, you have witnessed an unfair situation. You want to organize a peaceful protest and invite people to march with you.

Choose an issue that is important enough for you to organize a protest or an awareness walk. Fill in the chart to help you complete the learning situation.

Here are a few examples; Animals rights;



Cyberbullying in schools;



LGBTQ rights; Racism;



Climate changes;



These are only suggestions, you can use whatever other issue you hold dear…

The issue I have chosen is:

Have your teacher approve it before you go any further.



Now that you have chosen your cause, fill in the following chart.

|  |  |
| --- | --- |
| Issue chosen |  |
| Reasons why you chose  it |  |
| Target audience |  |
| Relevant information on  the subject that will help you get the attention  you want |  |
| Sources that you used  for your information gathering |  |

Task 2 Read and Interpret

Read the text « Organize an event ». Use the chart on page 7 to gather information.



Organize an event

Define the event's purpose. Having a sentence or two in your head will help you lead the event in the right direction. Are you planning it to educate your community? Persuade potential donors for funds? Whatever you're doing, make sure you know *why* you are doing it! Think of it as your mission statement.

Set goals. What *exactly* do you want to accomplish? If you want more people to like your Facebook Page, precise the number. If you are looking for a fundraiser, who will you ask? How much money do you need? Why do you need that money? Your goals can be financial, social or personal. It's up to you!

Gather volunteers. Good team members with different skills are a necessity. They can help with everything from preparing schedules and budgets, to making invites and posters, to welcoming in guests and doing the dirty work of cleaning up afterward. Make sure you trust those people.



[Prepare a budget.](https://m.wikihow.com/Create-a-Budget) All possible expenses, incomes, sponsors, and contingent expenses should be included. If you don't budget, you'll end up with a wad of receipts, an empty pocketbook, and no idea what the heck just happened.

Be realistic from day one so no surprises are seen the day of!

*D*ecide on a time and place. This is the *most important* thing when it comes to your event. What time and what place will make people say, "Yeah, I'll go to that!"? You want a time when everyone will be free and a place that's a convenient location. And something you can afford to book!

Think about logistics. Logistics for everything. What will parking



be like? What about

handicap accessibility? What can you do with the size of your space?

What equipment will you need?

What extra items (water, brochures, etc.) will you need? Can you prevent or foresee any obstacles? Come up with solutions with your teams!

Think about marketing and advertising. While you're on the roll that you are, prepare a draft poster. It should include the tentative date, time, venue, chief guest, name of the event, and a theme or tag-line for the event. What platform will you use to advertise? Facebook? Instagram? Email?



Organize yourself. It's very possible you feel like a ferret with its head cut off right about now. Take a breath and open up Excel. Prepare a draft schedule of the activities in the event. Make a few spreadsheets to organize your thoughts. Prepare a time line (with deadlines) for each activity. Write down everyone's names and where/when they're needed.

Meet with your team regularly. Does everyone know their obligations? Are they comfortable with any issues?

Market the event. Prepare brochures, release advertisements, inform the media, send mailings, make phone calls, send messages to e-groups. Make sure the information you're putting out there is fully complete: fixed date, time, venue, chief guest, venue, name of the



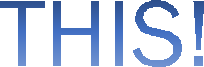
event, a tag-line for the event, etc.) Think about your target audience. If you're trying to reach

senior citizens, you're not gonna be spending

your time sending out well-timed Snapchats.

Source: [https://m.wikihow.com/Organise-an-Event#/](https://m.wikihow.com/Organise-an-Event%23/)

Adaptations and modifications : Mylaine Goulet, CFM 219



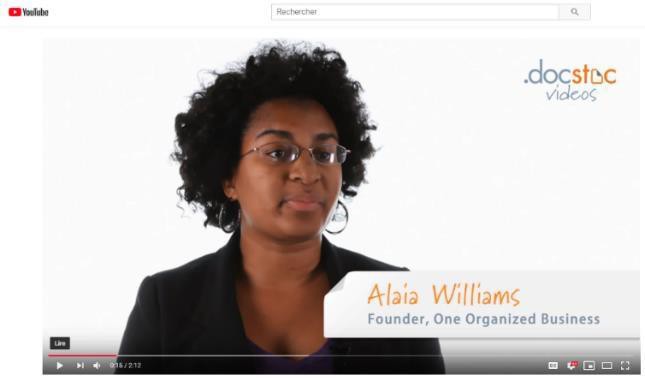
You know how this works by now!

Fill in the following chart with the appropriate information from the written text. This will help you for the final task!

Briefly summarize, using your own words, the important steps before, during and after planning an event!

|  |  |  |
| --- | --- | --- |
|  | Written Text | Video |
| Important things to  remember BEFORE  you plan an event. |  |  |
| Important things to  remember DURING  you plan an event. |  |  |
| Important things to  remember AFTER you plan an event. |  |  |
| Other notes |  |  |

Watch the following video and see if you can complete the chart with new information.



Task 3 Start Planning

For this task, you can use all the notes and the texts you have taken so far from tasks

1-2 and write your own planning of the event.

You can use a checklist, a chart, a mindmap…whatever will be useful to you, as long as your planning is complete.

Your plan

Task 4 Plan the Protest

Hey! Hold your horses! We know you’re looking forward to promote your protest walk, but do you know that there are some rules to follow before you can organize something in Quebec?

Read the following text and gather the information you feel is relevant!



Organizing a protest in Saint-Hyacinthe

The SPSH (Service de Police de Saint-Hyacinthe) respects the fundamental right of people to protest, a right that must respect the laws and regulations in effect.

Cooperation from all participants in a protest is necessary to ensure the safety

of everyone and that the expression of democracy is done in a peaceful manner.

To ensure its role as guardian of the public peace, the SPSH cannot tolerate acts of violence, criminal acts or offences that may be committed and it is obligated to intervene to reprimand these individuals.

FAQS

Do you want to organize a protest? You will need to follow certain instructions to make sure that the demonstration takes place in the best possible context, in a safe manner and complies with municipal regulations.

The following are guidelines to respect:

▪ Contact the local Police Department to provide the date, location, route of demonstration, as well as estimate of the number of participants. If possible, 2 weeks prior of the event.

▪ Provide the contact information for the person in charge (name and phone number of

the person who must be easily reached);

▪ Make sure that there is no obstruction to the route due to work or other hindrance. In this respect, some roadways are subject to an assessment by the crowd control

team;

▪ When demonstrators are marching, no one-way street can be used in the opposite direction. Avoiding rush hour is also recommended. You are advised to have a team of identified volunteers to assist the demonstrators;

▪ Respect regulation P-6 of the City of Saint-Hyacinthe.

If you have any questions, or are unsure, please contact the crowd control team at your local Police Department.

Now that you have read the local Police Department statement on protests, write down a few things you must take into consideration before you send your invitation.

Before you jump into task 5, make sure you know the rules to write a formal letter. Pay attention to the sample letter below.

10



Org\_anization's letterhead

TEMPLATE: FORMAL LETTER

Org\_anization's letterhead

Date

Greetings

Introduction

F rst paragraph

Description of protest

,;jn *o y,*

Oea r Si r;



Oea r Mada m or Si r; Oea r Mada m; OearName;

Oear .MJ:.Name;

People with a

Oear Mayor Bell

Give the reason vou are writing( n this task,to inform of a protest)

Brief ly describe the cause

Second paragraph

Information on protest: walk Location,etc.

Third paragraph

letter Closing

1

Signatu re

Yourname

Address

Wha t do vou expect from the

Police Rsru ctro!U

Yours Truly, Sincerely, Gratefull y, Vnuro:;

Task 5 Write Your Letter

You have everything you need to write a letter to the Police Department to inform them on the upcoming protest walk you are organizing.

Your letter must:

▪ Contain between 150-250 words;

▪ Respect the formal letter template given on page 11;

▪ Be written in your own words.

Task 6 Promote Your Walk!

Write a short but effective invitation that you will use to promote your protest walk on

Facebook!

Your invitation must contain all relevant information and be 100 words maximum. Remember to be inviting! The success of this event lays in your hand!



What’s on your mind?

