

# RUNNING SOCIAL EVENTS

Social events can be a bit of an afterthought for some local parties, who prefer to focus on campaigns. However, in the long run your activists are more likely to stay engaged and active within the party if they have formed strong friendships. For this reason (and also just because social events are fun!), it's important not to overlook this part of your local party's life. Here are some of the brilliant social events that local parties have arranged for their members in recent years...

- *Picnic, Garden Party and/or BBQ*
- *Pizza and Politics" evening*
- *Dinner and a theatre trip*
- *LiberTEA or #LibDemPint event*
- *Book discussion group*
- *Mother/Father & Baby mornings*
- *Trips to local historical sites*

## 3-MONTH PLAN FOR EVENTS AND AGM

Giving members the chance to express themselves and to get to know the more established members of their local parties, will make them more likely to come out campaigning in the future. As a local party you cannot wait for new members to come to you, activity inviting them to events early on, will mean a high member retention rate in a years time. Here are the steps to hosting an amazing event

- i. Discuss with your executive what kind of event you would like to hold (see pg. 15 for some event ideas).
  - a. Give clear action to named individuals and make sure that as a group you set up a means of effectively communicating with each other.
- ii. Email or even better phone all of your members invite them to the event.
  - a. Start emailing speakers for your event, some high profile names may be booked up months in advance.
- iii. Find a location to host your event (top tip: try and use the same place over and over again and build relationship with the owner.
- iv. Once a venue has been found, put up the event on your website and the Federal website (see page 81).
  - a. If this is a fundraising event, think about what the entry ticket price

should be.

- v. Send out an email (or letters for an AGM) to all your members.
  - a. Put your event onto your social media channels and encourage your followers to invite their friends.
- vi. If food has not already been organised with the venue, starting think about what you want to provide.
  - a. Find a person the Chair the AGM or policy discussion.
- vii. Chase up speakers and possibly start looking for alternative speakers.
  - a. Start to ring up members whom have not RSVPed to see if they would like to come.
- viii. Send out another email inviting members and supporters to your event.
  - a. Double check all the logistics are in place for your event.
- ix. Continue to invite your members and supporters to the event.
  - a. Also start to draw up a feedback form for attendees to fill in after the event.
- x. **Your Event is finally here, the most important thing for today is to have fun.**
  - a. Make sure that you have several people that are looking out for new people..
- xi. Add photos from the event to your social media channels.
  - a. Send out an email thanking those for coming and stating what events are coming up in the future.
- xii. Follow-up on conversations had at the event, by inviting attendees to go out canvassing.
  - a. Start planning your next event building on the success of this one.

Remember - there are 2 important things to consider when arranging social events. These are:

1. **ACCESSIBILITY.** Is your event one that most of your members can attend? For example: Is you venue wheelchair-friendly? Is it accessible for members who don't have access to a car? In terms of timing, is the event at a time of day that suits people with full-time jobs, parenting responsibilities, and so on? You probably can't accommodate absolutely everyone's requirements, but try to do the best you can!
2. **INCLUSIVITY.** Are you arranging a range of events so there are things where everyone feels comfortable? For example, some people might be uncomfortable in an environment that is dominated by one gender, or where there is pressure to drink alcohol. Some might not be able to

afford expensive days out. Try to arrange events where everyone can feel welcome.