Proposal Ideas for Community Events & Organization

H. Elizabeth Alfred

**Applicable Professional Skills:**

* Event organization
* Event promotion
* Content creation
* Community engagement
* Youth Outreach
* Event Photography
* Event hosting
* Public speaking
* Experience in sales
* Experience in relational management

**Applicable Experience:**

* Hosting and promoting Open Mic Night for local cafe’ in Morgantown, WV
* Former art director at Blue Moose Coffeehouse in Morgantown, WV, responsible for recruiting artists, hosting exhibition receptions, managing community relations
* Contributing to and volunteering for community events such as fundraising initiatives, community gatherings, art markets, community coalitions

**Craft & Chat:**

* Organized open meetings with low-cost crafts such as collaging, making bookmarks, recycling trash (old boxes, plastic bottles, plastic bags) to make art, etc.
* Proposed theme incorporated into the craft, for example, “reflect on a memory you experienced in nature.” and tie that back into the bigger message
* Hosted in a shared space open to the public to encourage people to join spontaneously

**Pizza & Politics:**

* Optimize organic open spots to host meetings and serve a low-cost meal or snack such as pizza (McMurran Lawn)
* Have local representatives or community members host open dialog talks and offer conversation starters to the group to discuss openly amongst the group
* Have blankets, playing cards, and other props to encourage staying and socializing.

**Back to Class Bash:**

* Free show open to all showcasing local music, driving the point that this is an event about enjoying what we have around us, supporting our local community, and getting to know the people around us
* Info booth at the event, invite local representatives to meet and greet community members, and in between sets, offer conversation points and “fun” facts to keep focus on why the event is being hosted.
* Have conversation “sitting rooms” set up for representatives to be stationed and invite others to sit down and ask questions.

**Paint & Sip:**

* Take advantage of the trending popularity for “Paint & Sip” nights - could offer mocktails or host at a local venue that sells spirits.
* Choose a nature-focused theme for art project and promote group conversation throughout the evening.
* If a daytime event or offering only mocktails, the event could be hosted at a public park or other child-friendly venue, encouraging women with children to attend - offer a supervised environment for children while adults talk.
* Provide free materials for the first 25 people.

**Youth Poster Competition:**

* Promote brand awareness and community engagement
* Select a pro-conservation theme; the opportunity to enter the competition could be for the entire state or just school-aged children
* Have community members vote online for a winner to help engage people who aren’t participating in the competition directly
* To promote participation, offer a cash prize to the winner(s) of the poster competition.
* Print posters in mass and give them away for free at info booths at local events; at the bottom of the poster, feature information and a QR code that leads to a webpage where one can register to vote.
* Use posters for street campaign advertising

**Info Booths and Raffle at Community Events:**

* Specifically in high-traffic community spaces such as sporting events, local fairs and festivals, flea markets, community charity events
* Offering information and free goodies (stickers, lanyards, cups)
* Offer a raffle to win a high-dollar pro-environment prize (such as a high-quality water bottle, art from a local artist centered around nature and local themes, national park passes, or a reusable tote). All one must do is provide an email and contact info to enter.
* The raffle will help promote booth engagement in person and be a great starting point for open conversation.
* Purchase a life-size Mothman cutout for people to take a selfie with and to garner attention at the booth; Mothman can hold a Conservation WV sign to help with social media promotion.
* Expanding on info booths at local community events - walking around at events giving away free water, prompting the opportunity to have a direct one-on-one conversation and possibly invite to local upcoming events.

**Free Guided Tours & Nature Walks:**

* Sponsor a free guided tour at a historical site, state park, or nature space
* Start off the event with introductions and a bit about oneself to help with community
* Take breaks for water and snacks and open dialogue to reflect on natural spaces, what they mean to us, and what we can do to protect and share them.

**Children's Music Concert:**

* Concert event targeted at children and parents
* Features friendly music focused on nature and locality
* Bubble wands, hula hoops, etc.
* Have an info booth with free water -
* Engage with guests throughout events who are receptive to conversation

**Celebrating People of Color in West Virginia:**

* Sponsor free music event featuring artists of color in West Virginia and Appalachia
1. Lua Project - Mexilachian fusion group
2. Aristotle Jones - The Appalachian Soul Man
* Collaborate with Berkely County NAACP to promote engagement and receive feedback on how best to serve the community.
* Collaborate with local multicultural organizations and pro-diversity institutions if possible.

**What I would need as an event and community organizer:**

* Conversation topics of focus, fact sheets, representative info packets
* Information regarding targeted demographics within each region to help cater events to the community
* Any community contacts or friends to the organization within distant regions
* Informed responses and data-driven answers to common oppositional questions