



# Return of the Plant

## June 3-9, 2019

### Tips for Creating a Great Hemp History Week Event: 1-2-3

#### 1.) Decide on the scope of your event:

- Set a goal – how many people do you want to attend? How do you want to activate people to take action? Pick a goal and get everyone excited to reach it.
- Think about what will get lots of peoples' attention and the media's attention.
- What have other groups done that was successful?
- What are you and your friends most excited about doing?

#### 2.) Recruit people!

- This is absolutely, hands down, the single most important step in making your event successful. The best hemp history research in the world doesn't mean a thing if nobody is there to see it. Plan on inviting 3-4 times as many people as you would like at your event to ensure you meet your attendance goals. A well-attended event will draw more attention from the media and local officials.
- Decide a time and location now so that you can start spreading the word.
- Call people you know who'll be most excited and invite them to a planning meeting. Share your vision for the event and why it's important, get their ideas, and enlist their help. Ask them how many people they can recruit and what they can do to spread the word.
- Talk to people who are part of big organizations - schools, universities, clubs, sustainability groups, community health organizations, and farm groups and ask the whole group to come and help get their members there.
- Email everyone you know.
- Start a Facebook group or event page and tag @hemphistoryweek in your posts.
- Take a sign-up sheet and a stack of flyers everywhere—talk to people, ask them to come (and sign your sign-up sheet), and give them a flyer so they'll remember what they signed up for.
- Remind people the night before.
- Speak confidently and passionately about the importance of this event, and ask people to make a firm commitment—we need them there!
- To strengthen the national hemp network, ask your guests to join the Hemp History Week newsletter and share your email list with: [events@hemphistoryweek.com](mailto:events@hemphistoryweek.com)

Why calling people is the #1 way to get attendees: Live conversations are the most effective way to get people to events. People get lots of emails and see lots of flyers every day—but if you take the time to talk to them personally you'll get better results.



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Know the “Rule of Halves”: Remember the rule of halves. If you want 25 people at an event, you need 50 people to say they’re going to come, which means you need to talk to at least 100 people, which means (if you’re phone-banking), you need to have at least a list of 200 people to call.

### 3.) **Organize: Before, During and After Your Hemp History Week Event**

#### *Before:*

- Check out the location—take a look and visualize your event happening there. Also, you’ll be better able to give good directions once you’ve visited.
- Find out if you need permission to hold your event. If it’s public property (like a sidewalk or public park), you have the right to be there.
- Download Hemp History Week posters and get blank letters to senators ready for your event.
- Receive HHW postcards and stickers/buttons to share at your event. Some events will also receive samples and product literatures from Hemp History Week sponsors.
- Make banners—have a sign-making party with everyone who’s excited to help— use that time to walk through what will happen the day of the event, give everyone a role for the day of and make a few reminder calls to people who’ve said yes. A good banner slogan will communicate your message even if taken completely out of context. Example: “Return of the Plant: Hemp is Legalized!” or “Celebrate Hemp History Week (date and location).”
- Have a backup plan—What if it rains? Have a backup location, just in case of inclement weather.
- Use the Hemp History Week local press release template to invite the media - just email or call the news desk, and tell them the: who, what, when, where, and why of your event. Ask them to come!

#### *During:*

- Get there early and have your friends get there early too—if you’ve done a good job of recruiting, you’ll need some friends to help point the new folks in the right direction.
- Greet people—make them feel welcome and get their contact info so you can
- Stay in touch!
- Encourage people to Take Action! with U.S. Hemp Roundtable.
- Take a lot of photos! Record your participation in this national event. Action shots are best!
- Don’t be afraid to step up and lead—this is your event you worked so hard for.
- Kick things off with a quick speech about what’s going on and what everyone can expect to do at your event, and make it fun. Thank everyone for attending.



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*After:*

- Have fun—celebrate your success over ice cream, coffee, or other beverage.
- Email everyone, thank them for coming, and let them know what's next (maybe you already have a meeting scheduled!)

Questions? Please contact: [events@hemphistoryweek.com](mailto:events@hemphistoryweek.com)