

Planning Checklist: How to Plan a We Want More from Our S'mores Event

This planning checklist is designed to help you plan an event that is open to the general public and/or members of a club, congregation, school, etc. Please visit our website for information on participating in We Want More from Our S'mores at a private gathering of your friends and family. If you decide to plan a public S'mores Action in your community, please let us know at fairtrade@globalexchange.org!

• PLAN YOUR EVENT:

- First, consider whether you want to organize a separate S'mores Action event, or to serve Fair Trade S'mores at an event that is already planned.
- Identify and select a location, such as a public park, that allows cooking fires and confirm that the location allows fires during the summer months
- Invite other groups/schools/congregations to co-host the event and invite their constituencies
- Select some possible dates anytime from Memorial Day weekend through Labor Day weekend
 - *It is helpful to have a few possible dates in mind in case your first choice location is not available on your first choice date*
- Obtain a permit for your location
 - *It may take a week or longer to obtain a permit, so obtain your permit as soon as possible.*
 - *Note that there may be a charge for the permit.*
- Decide on an alternate plan if it rains
- Decide how to provide supplies for making Fair Trade S'mores
 - *Suggested options:*
 - *Group organizing the event pays for supplies*
 - *Ask attendees to bring their own supplies*
 - *Group provides certain specific supplies, asks attendees to bring others*
 - *Group asks attendees at the event to contribute*
 - *Group asks in advance for in-kind contributions from local stores*
- Invite a group of local musicians or dancers to perform (Optional + if permit allows; a performance helps to attract a larger crowd – if you do confirm musicians, be sure to mention it in your internet and print invitations)
- Decide whether you will have any additional activities at your event. We have a list of ideas on the We Want More from Our S'mores webpage at www.globalexchange.org/cocoa
- Select someone from your group to welcome participants to the event and tell them about Fair Trade, at some point during the event

• PUBLICIZE YOUR EVENT:

- Post the event on the web
 - Your website, if applicable
 - Local event listings
 - Create a Facebook event invitation
 - Other: _____
 - Other: _____
- Announce the event in local print outlets

- Newspaper event listings
- Newsletter event listings in school, congregation, or club newsletters
- Other: _____
- Other: _____
- Announcements
 - Announce the event at local meetings or services at congregations
 - Announce the event through your Twitter account
 - Other: _____
 - Other: _____
- Emails
 - Send an invitation to your group/school/congregation's email distribution list
 - Other: _____
 - Other: _____
- Hand out or post flyers
 - Create a flyer or use the model flyer available online
 - Distribute/post the flyer at local cafes/libraries/schools/congregations
 - Other: _____
 - Other: _____
- Invite local media to cover the event: (Optional; more information on working with the media available on pages 16-19 of the Fair Trade Chocolate Action Toolkit at <http://www.globalexchange.org/campaigns/fairtrade/cocoa/ChocolateActionPack.pdf>)
 - Adapt the model press advisory, available online, to your event
 - Make a list of local media outlets
 - Email (or fax) AND call the press advisory to local media, both a week before the event and the day of the event
- Collect supplies:
 - S'mores ingredients:
 - Fair Trade certified chocolate
 - Marshmallows
 - Graham crackers
 - Fire: (you may be able to borrow some of these from your group)
 - Grills
 - Firewood or charcoal
 - Fire starter
 - Matches
 - Tinder
 - Long sticks or skewers, or hangers, for roasting marshmallows
 - Something to help extinguish the fire at the end of the event
 - Serving
 - Napkins or paper towels
 - Plates (optional)
 - Water for hand rinsing (S'mores are sticky!)
- Drinks (Optional)
 - Fair Trade certified coffee and/or tea
 - Coffee brewing/serving device

- Water
- Other drinks
- Cups
- Signage
 - We Want More from Our S'mores or other banner so participants can find you (and to use in pictures)
 - Supplies to use for hanging the banner
- Recording devices: (check that the batteries are full and recording memory is empty, if digital, or that you have film, if recording devices are not digital)
 - Still camera
 - Video camera
- Outdoor furniture (Optional)
 - Folding table
 - Folding chairs
- Written materials:
 - Available at www.globalexchange.org/cocoa:
 - Petitions
 - We Want More from Our S'mores Flyer
 - Our Favorite Fairtraded Things Campfire Song (Optional)
 - Excerpts from the Fair Trade Cocoa Unit
 - Other materials available at www.globalexchange.org/cocoa
 - Flyers from your organization, if applicable
 - Pens
 - Clipboards
 - Crayons or other art supplies, if you will be using the Coloring Petition or making your own creative petitions
- Sound equipment (if musicians will be performing)
 - Speakers
 - Microphones
 - Other: _____
 - Other: _____
- **AFTER THE EVENT:**
 - Register your S'mores right after your event, so we can keep track of whether we have met our goal of making 1,500 S'mores; visit www.globalexchange.org/cocoa
 - Send in your petitions ASAP, but no later than September 10, 2011
 - Post any videos or photos online, through the links on the S'mores page at www.globalexchange.org/cocoa