

Community event workshop

Organize a community event featuring DVDs and booklets available from Blake Works.

Many community organizations have held successful events featuring DVDs and *Works Can Work*® booklets available from Blake Works. The DVDs are an ideal catalyst for community dialogue about important issues facing youth. The booklets are an ideal handout for young people and parents.

You can easily organize a similar event. Below is a detailed example of how to plan a community event featuring the DVD *Alcohol: True Stories* Hosted by Matt Damon. Use this template to plan community screenings and discussions of Blake Works other DVDs.

Four months before the event

- Schedule a time and place for the event.
- Pick a back-up date.
- Get people involved in planning. (PTO or PTA, parenting organizations, school superintendent, guidance counselor, principal, health teacher; athletic director, representatives of your local Department of Health, local youth organizations, and youth.)
- Pick moderator/facilitator of the event.

Three months

- Schedule regular planning meetings.
- Screen the DVD to be featured at the event.
- Find sponsors. (Chamber of Commerce, Rotary, Elks, hospitals, or local businesses)
- Create a budget. (Refreshments, entertainment, printing and *Words Can Work* materials)
- Schedule speaker. (A young person or parent from the community who, in addition to the stories in the DVD, can tell about an alcohol-related experience – fight or car crash – that affected their life.
- Consider scheduling entertainment that appeals to young people. (Local band, singers, dancers)

Two months

- Finalize speakers and entertainment.
- Order *Words Can Work* booklets and other handouts.
- Plan publicity. (Flyer; press releases; and letters to schools, faith-based organizations, public officials) (You can request free samples

and templates from info@wordscanwork.com.)

- Reserve audiovisual equipment (large screen TV or projector, sound system)

One month

- Plan refreshments.
- Prepare flyer, press releases, letters, and program.

Two to three weeks

- Contact local organizations to help inform community.
- Contact school, mayor, and other public officials who may help inform community.

One week

- Confirm speakers, entertainment, refreshments, audiovisual equipment, and set-up/clean-up volunteers.
- Print programs.

Day of event

- Set up seating, tables, refreshments, and audiovisual.

You can order *Alcohol: True Stories* Hosted by Matt Damon, and other DVDs and booklets, at wordscanwork.com.