

# Planning community events

An event for families and friends, the community, businesses or local elected representatives allows pupils to celebrate their actions and share what they've learnt with others.

Passionate young people are inspiring and events provide a fun, informal opportunity for your pupils to motivate others to take action to help save our seas.

## Community events

A community event is an opportunity to bring people together in an informal atmosphere. It could be a social get-together like a fair, or themed around a time of year, such as Christmas or Valentine's Day. Examples of community events for [Clean up our seas](#) include:



**Vintage shopping fair** to encourage people to buy second-hand clothes. Collect donations from the school community, set up stalls and sell. If pupils created an advertising campaign for second-hand clothes in step 3, you could use it for the fair.



**Craft fair**, selling items upcycled and repurposed by pupils e.g. pencil cases or tote bags made from old clothes, face wipes made from old towels, bracelets and necklaces made from old T-shirts, door wreaths made from the wool of old jumpers. If you prefer, pupils could run craft sessions where they teach people how to make the items to take home.



**Second-hand school uniform swap** to encourage people to pass on uniform rather than buy new.



**Ocean-themed summer fair** to promote the school's commitment to being ocean friendly. Stalls could include find the buried treasure, go fishing, under the sea fancy dress, pin the tentacles on the jellyfish, sand art, and of course, you could try to make the whole event single-use plastic free.











A 'We love the ocean' **Valentine's day event** where you invite family and friends into school to make or buy ocean-friendly items, such as shopping bags made from old T-shirts, or plant pots from plastic bottles and milk cartons.



If you **fundraise** at any of your events, you could use some of the money raised to buy ocean-friendly items for school e.g. reusable straws.

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## Top tips for success

-  **Be clear about the points you want to communicate** to your attendees. Can you describe in one sentence what you want people to know at the end of the event? Create a list of actions for people to take. Be specific about what exactly you want them to do differently.
-  **Give lots of notice** for the date and frequent reminders. People often forget!
-  **Create a showstopper moment** such as a performance, presentation, piece of art or display that captures people's attention and inspires them to think differently.
-  **Provide a takeaway item**, like a flyer or something made by the children, that restates the actions you would like people to take.
-  **Provide compelling evidence** for why the changes are needed. Make posters of interesting facts and stats that will motivate and inspire people to make changes in their lives.
-  **Take lots of photographs** of the event that you can share afterwards.
-  **Follow up after the event.** Thank people for attending and use the opportunity to remind them of the changes they could make in their lives to help protect the ocean.
-  **Have fun!** Putting on an event can be stressful and you may experience difficult moments. Try to remember that this will be a WOW moment for your pupils and that everything you're doing will make a difference to the health of our seas and the life within it.