



# Workshop 6

## Events

Engaging chapter events allow your community members to interact directly with your chapter and the Room to Read mission and work. It's important to spend time considering ways to maximize impact and share valuable experience on what events have been successful in your market and lessons you've learned from unsuccessful events.

Remember, not every chapter event may cater to increasing BOTH the size and depth of your chapter network. In fact, the more impactful and engaging chapter events may focus on one or the other — either expanding your network and recruiting more volunteers (quantity) or developing more thoughtful relationships with a select group of committed volunteers (quality). The more specific you can be the segment or audience you'd like to reach with a chapter event, the more the event will resonate with that select community group.

When looking towards increasing impact, be creative! Consider partnering with an organization in your community that is doing similar work as Room to Read. There are synergies with other like-minded organizations and it's important to develop relationships with partner organizations because a chapter can't be successful just on its own. It's often an entire community effort.

Consider various ways of having a successful event — both in person and online. To raise funds, chapter members don't necessarily need to meet in a physical space. It may be helpful to hold an online webinar or panel or partner with a local film or video crew from a nearby high school or college or create a video on the impact of Room to Read. The sky is the limit!

## Activity

**10**  
mins

Reflect on what events have been successful for your chapter and then gather together has a summit team to play the 'Event Wins, Woes and What If's' game.

**25**  
mins

Go around the room and allow everyone to share one event win, one event 'woe' (meaning unsuccessful chapter event) and one 'what if' event idea for a

**new chapter event. Everyone can learn from each other's wins and troubleshoot each other's woes.**

**15**  
**mins**

**Reflect on what new partnerships you can make within your community to hold a chapter event around.**

- What organization in your community is doing similar work as Room to Read (ex: national or international women's non-profit focused on sports, access to technology, art/theater, etc.)? How can your chapter partner with them for a community event, film screening, fundraiser, panel discussion, etc.?

**10**  
**mins**

**If you are a part of a chapter that has held a larger scale fundraiser, share how you've been successful growing that event model. Go around the room and share what pointers and event take-aways you can share with your team members.**

- Some chapters are interested in growing smaller events to larger, more high-level events. There is so much internal knowledge within the chapter network of successful events that originated as a small-scale community event and grew into a large-scale fundraiser.