

## Twestival 2013

**Organizer Handbook** 

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Get Highlighted on our Global Blog

## **Welcome to Twestival 2013**

We are thrilled to have you join us for Twestival® 2013! Since launching in 2009, Twestival has had 250+ volunteer teams from cities around the world give back over \$1.75 million to amazing causes. This year marks our fifth global campaign and we are shaking things up with a new model that will see hundreds, maybe thousands of events happen all year long. It is our hope that this new flexibility will inspire organizers to bring their communities together and raise a lot more funds and awareness for charity.

#### Meet Your Global Team

We are here to support you and have a team of experienced Twestival organizers to be your mentors through the process. You can lean on them when you have questions or challenges or need access to additional resources. Learn more about the Global Team at twestival.com/team.

#### **Advisory** - Amanda (amanda@twestival.com/info@twestival.com)

Founder of Twestival. Oversees the vision and guides the global team.

#### **Approvals and Nonprofit Vetting Team** (approvals@twestival.com)

The Vetting and Approvals team manages the approval process for new Twestival events (twestival.com/register) and Nonprofit selections (twestival.com/nposubmission).

#### **Orientation Team** (orientation@twestival.com)

The Orientation Team is comprised of experienced Twestival organizers from around the world who will be assigned as a mentor for organizing teams. Reach out to your mentors at any stage with questions or challenges that come up throughout the planning of your event. We want to help!

#### **Tech Team** (support@twestival.com)

Our tech team built the site and Event Blogs. If you're running into technical issues with your blog that can't be addressed by the orientation team, please send inquiries to this team.

#### **Social Media and Community Team** (community@twestival.com)

We have an experienced team that manages our global social media accounts for Twestival and are available to assist with any questions and provide support with your digital presence.

#### PR Team (press@twestival.com)

Our global PR team ensures we receive media coverage for Twestival, coordinates interviews and interest from press. They are also available for advice and support with your local press initiatives.

#### **Editorial Team** (stories@twestival.com)

Our Editorial team oversees our new global blog (twestival.tumblr.com) with the goal of highlighting our impact and offer inspiration from events around the world. If you have a story idea, get in touch.

#### Fundraising and Sponsorship Team (sponsorship@twestival.com)

We know raising funds can be challenging, so lean on our team of experts for tips or a morale boost.

#### **Design Team (**design@twestival.com)

Organizers should submit logos and other branding materials to the design team for approval. If you need help or access to design assets, feel free to ask for help and we'll see what we can do to support.

#### **Translation Team** (translations@twestival.com)

The Translation Team ensures our website and documents are available in multiple languages.

### **Twestival Overview**

#### What is a Twestival?

A Twestival (or Twitter Festival) does have similarities to a tweet-up in the sense that people from Twitter or the online world connect offline to network and socialize. Here are a few key points to explain what is special about Twestival:

- It's a larger event in scope and involves a team of volunteers
- It's open to a wide range of people, not just Twitter or a specific group of friends
- Twestival supports causes by bringing global media awareness to nonprofit organizations
- Twestival is an established global brand that has remained true to its grassroots

Since 2009, Twestival Global and Twestival Local collectively raised over \$1.75m for 285 charities around the world. For more on Twestival history go to twestival.com/ourstory

#### **Twestival Guidelines**

- 100% of ticket sales and donations must go to the nonprofit organization selected by your organizing team
- 100% of people working on local events are volunteers
- Events must follow all Twestival guidelines

#### Twestival Relationship with Charities and Twitter

It's important to note that Twestival is an independent initiative that is separate from both the nonprofits it supports and Twitter Inc. Twestival does not receive any financial contribution from Twitter or nonprofit organizations.

#### How to Choose a Charitable Organization to Support

Choosing a charity is not an easy task. There are so many worthy causes that deserve the funds and awareness that Twestival is likely to bring. Look at nonprofits that benefit your community as a whole, or whose work has lasting positive effects on your community. Use this as an opportunity to discover some great organizations in your local community and gain valuable fundraising skills.

#### **Guidelines for Selecting a Twestival Charitable Recipient**

- Twestival event organizers must award a single nonprofit as recipient
- A nonprofit must be selected with input from the community through nominations not voting
- Recipients must be a registered / established non-profit and their work must have a direct impact in your community
- Nonprofit recipients should pinpoint a specific use for the Twestival funds
- Nonprofit recipients should have a social media and online presence.
- Lead organizers of Twestival must not work or have other objectives regarding the charitable recipient as this is a conflict of interest; they can be a general volunteer
- The nonprofit selected is informed about Twestival and agrees to be the recipient
- Do not select nonprofits which are overtly religious or political in nature; or organizations whose aims do not result in a tangible, measurable impact
- 100% of funds collected through ticket sales and donations from the Twestival must go direct to the nonprofit; this money is not to be used for event costs

## Organizing a Twestival

#### **First Things First**

- Designate a Twestival Twitter account for your event (ie. @pdxtwestival @paristwestival). Check our public list of all registered Twestival accounts at https://twitter.com/twestival/past-twestivals to see if there's already an account for your location. If your account is in the list and you do not have access, we can provide you with login information. Please email all inquiries to community@twestival.com. If you are setting up a new account, please follow the protocol in our Brand Guidelines. Twestival must appear in your Twitter handle (ie. @twestivalTO, @LDNTwestival, @AustinTwestival). Once you have your account in order, tweet us @twestival with your information so we can promote your work globally.
- Get a team of local volunteers together by reaching out to your local community
- Download the design pack and get a local designer to make you a special logo for your Twestival. (More about this in the PR/Marketing section)

Registration will close 15 December 2013. Events can take place up to and including 31 December 2013.

#### **Orientation Team Mentors**

Lead organizers will be connected with a mentor from our Orientation Team. In addition, each organizer will be invited to a "Q & A" Google Group once their event has been approved by our Vetting Team.

#### **Twestival Orientation Google Group**

This group is an invitation-only, private forum and is for organizers only. If you did not register with a Gmail address, please provide one so you can be added to the group. Any address outside of Google will have to email to post in the forum. If you do not have a Gmail, you can sign up for one here: https://accounts.google.com/SignUp. This forum will be a place to post questions, and share resources.

#### **Recruiting and Coordinating a Volunteer Team**

The incredible thing about Twestival is the number of people who step forward to offer their time to volunteer and get involved. It takes a team to bring everything together, and volunteers will add something special. Recruiting volunteers will come via Twitter, Facebook, or through the Twestival website. If volunteers sign up through the Twestival website, an email will be sent to the lead organizer. You can also reach out through your personal networks, but it's important to make sure the opportunity to be involved is open so anyone can get involved and make an impact.

It can be difficult managing and coordinating a lot of volunteers, especially if you've never done it before. It is important to make contact with them and invite them to a meeting or find a specific role for them to play. There will be events with as little as 10 people to more than a 1000, so depending on the size of your Twestival, it is important to clearly define responsibilities to allow everyone to have fun and play a part. We will provide updates specifically for organizers using Twitter with the hashtag, **#twestivalvols** 

#### **Local Team Roles**

Based on experience, here are suggested roles for your local team:

- **Team Leader** key person communicates with the global team and regional coordinator to manage incoming volunteers, delegates roles, sets meeting agendas and leads the overall vision of the event and oversees sponsorship, donations, ticketing, event logistics, etc.
- Sponsorship creates a list of possible sponsors, manages sponsorship requests
- **Prizes** coordinates prizes and donations for a raffle or auction
- Logistics venue, oversees event management
- **Website** ensures the blog on Twestival.com is kept updated
- **Volunteer Coordination** recruits and coordinates volunteers to help out at the event Entertainment – arranges for entertainment, music, local celebrity appearances
- **Technical** ensures proper service and equipment are available (Wi-Fi, video, live streaming, sound and lighting) and manages operations
- **PR/Marketing** works with the global and regional teams to generate local publicity, oversees the printing of banners/posters, and will liaise with bloggers and journalists to highlight and attend the event.

#### **Creating an Event Budget**

After your first volunteer team meeting, draft a budget based on the type of event you wish to host. What sets Twestival apart from a lot of other fundraising events is that 100% of ticket sales go directly to the nonprofit; organizers are not permitted to use ticket sales, donations or auction sales as a way to fund their event expenses.

Your budget might consist of venue costs, food, drink, printing, miscellaneous expenses related to entertainment. Once you have your budget outlined, this will give you a starting point to reach out for sponsorship. In-kind sponsorship is a great way to cover these expenses. As a starting point, you can use our Sample Budget Sheet, which you will find in the Welcome email you received from our Vetting Team.

Outlining a realistic budget can be difficult. If local sponsorship options are limited, don't worry, there are other ways to get your event on the map. You could arrange space at a pub or restaurant and fundraise what you can during the event or ask people to gather and pay for their own drinks. Remember, the most important part of a Twestival is bringing your community together and bringing awareness to a worthy cause. If you need support or advice, our team of experienced organizers around the world are here to help you find solutions.

#### **Event Ticketing**

Since its inception, Twestival has ensured that 100% of all event ticket sales and donations go directly to the nonprofit recipient. Since Twestival is running as a year-long campaign in multiple countries, we decided not to have an official ticketing partner. Traditionally, ticket sales have been how Twestival fundraised the most funds for our local causes. We don't dictate what that price should be, and it has ranged anywhere between \$5-25 per person and even higher for larger cities. It's important to consider what the expectation of attendees will be depending on how you price your event. We can suggest using EventBrite, Amiando, or our global partner StayClassy for ticket sales and fundraising, as these services have great solutions and can be linked to the donation/ticketing buttons in the Event Blogs.

#### How much should our Twestival sell tickets for?

It is totally up to local Twestival organizers to designate pricing for event tickets based on what a community can support and the sales strategy. Please keep in mind that a large portion of your total fundraising will come through ticket sales, so think about this cost carefully. Be clear about what people are entitled to with the price of a ticket so people are prepared when they arrive.

#### What if we don't want to charge for tickets?

If you chose not to charge admission and focus on other ways to fundraise, this is totally fine, but it is important that attendees register for your event in some way.

#### Why can't we use the money from tickets to cover the costs of our event?

We have a 100% model to ensure Twestival events focus on what is important — bringing people together for a good time and fundraising the most amount of money possible. Twestival is not about spending thousands on event production and leaving only a fraction for charity. To do this, organizers should rely on sponsorship or contributions from the community, or make a conscious choice to host an event that is low-cost, but high on fun. You will find your community on Twitter and elsewhere extremely receptive to supporting your event, especially if you get specific with your requests.

#### Ready to release tickets for your event?

Since we don't have a single day for our events this year, you local organizing team will need to consider a smart strategy to release tickets and create buzz for your event.

#### Venue

Probably the most crucial decision you make is where to hold your Twestival. Wherever possible, try to get a venue donated in return for promotion.

Most bars will also let you come to the venue for free if you spend a certain amount behind the bar. Always negotiate, request a designated private area for your event and discuss all costs upfront with an agreement. If you are struggling with finding a venue, reach out to your community on Twitter for suggestions. Things to consider:

Is there Wi-Fi or Internet access? Is there sufficient bandwidth if the group is large and everyone is using the network at the same time? Remember that a livestream, for example, can take up a considerable amount of bandwidth Twestival is driven by technology, so we want you to be able to tweet, stream video, chat, and upload photos during the events

- Is the venue centrally located and near convenient public transportation?
- Is the venue on Twitter? Can you promote it or help with social media in return for a free venue? Is the venue on Foursquare and can you use their account for fundraising?
- Does the venue have a minimum food and drink spending limit?
- Are there additional costs for service, security or cleaning?
- Consider the capacity of the venue and make sure that you will have enough room for everyone, but that you also have a good chance of filling it up. The busier your event, the more buzz it creates!
- Is there something special about your venue? Perhaps it is a bowling alley or a warehouse?
- Check on the sound and lighting possibilities. Will you be able to play music?

- What are the hours? When will you be able to get in to set up?
- Is there a space for projection? Is there an on-site projector?
- Do they have a problem with live music if you plan to feature this at your event?
- Will someone from the venue be on hand to support your event?
- Consider logistical things like hanging up coats and setting up a table for registration / donations
- Are you able to hang up posters and banners, or project images onto walls?

Given the timing, you may not be able to get your preferred venue, but people will care more about who is attending than the location. Getting a location for free or for a reduced fee is a priority. Remember, you are bringing the location promotion, good will and also customers.

#### **Banking and Handling Money**

Wherever possible, fundraising and ticketing has been kept transparent to avoid complications for organizers handling money. Organizers are not permitted to use ticket money or direct donations to fund costs of the event; this must come direct from sponsors or in- kind donations. Twestival does not have an official banking facility for local organizers to use, so if this is a requirement, you should make arrangements locally.

#### How should we manage sponsorship money and receipts?

The best solution for managing event costs and payments is to have sponsors pay for costs directly so that money does not change hands and they receive a receipt. (Example: if a company gives you \$500, they can pay the venue directly to cover things like food/drinks). Companies often appreciate this strategy as they know exactly where their support is going. It could also be a way of dividing up sponsorship levels. Any sponsorship money that is a straight donation can be made directly through the donation widget on your website, which does provide a tax receipt.

#### Charitable tax receipts

Twestival is run separately from the nonprofit organizations it supports and is therefore not eligible to issue charitable tax receipts unless donations are made directly. It is important to note that event ticketing is not eligible for tax receipts. It is also important to clarify that companies are not giving money because they want a tax write-off—they are sponsoring your Twestival because they want to align with a good cause and get their product/service/brand in front of people visiting the website or attending the events. Most companies just want confirmation that the support they are giving will go to a good cause.

#### Can I collect cash donations at the event?

Collecting cash at the event is something Twestival tries to avoid, but in many cases it is the only option. To avoid issues, please designate two people in your team to be responsible for collection and deposit. Ensure the money is counted at the end of the night and verified by both parties, put in a safe place and deposited within 24 hours.

#### Calculating and submitting fundraising money

Fundraising for Twestival will typically come in four ways:

- 1. Ticket sales
- 2. Direct donations via the PayPal link on your Event Blog
- 3. Cash at the event (through door sales, raffles, etc.)
- 4. Local sponsorship

When setting up your Event Blog, organizers need to establish and input an overall fundraising goal for the event. Once this is entered, a thermometer will appear on the public page for participants in your event to see. We have provided a way for teams to manually update their progress by adding in amounts for ticket sales, donations, sponsorship or anything that contributes to the final total. If you are collecting cash donations, make sure you work with the nonprofit directly to ensure they receive funds safely. We advise inviting staff from the charitable recipient to the event as they will be able to have one-to-one access to potential donors and allow them to give charitable receipts.

All fundraising for Twestival must be submitted within one week of your event. If you have more questions about how to manage fundraising, please contact orientation@twestival.com

#### **Event Insurance**

One thing to consider if you have booked a large or special venue is event insurance coverage. Most events will not have to worry about this as a majority of restaurants and bars already have their own on-site insurance, but it is worth asking. If you are concerned about insurance coverage for your event, try reaching out to a local insurance broker to see if they will sponsor your Twestival with coverage for the day. Many insurance companies love supporting great causes and will often allocate resources to help the community in this way.

#### **Food and Drink**

One of the biggest costs associated with any event is providing food and beverages. Depending on the location and the ticket price, there can be an expectation of what people will receive. Ensure you make this clear to ticket holders. You can definitely look at getting a drinks sponsor to provide you with free beverages in return for sponsorship, but make sure the venue you select is okay with this.

Do not worry about providing everything for free for the whole night. If you are in a position to do so, that's great and it will hopefully encourage others to give more, but please remember that you are putting together a special event and all of the money does go to a good cause.

Do not spend more on the event than you would fundraise for the charity. A few strategies for food and drink is to offer one free drink with a every ticket (this can be paid by a sponsor).

#### **Entertainment**

Twestival is a great opportunity to involve your local community:

- Reach out to musicians, artists and local businesses on Twitter to see if they'd like to perform or set up a special booth at your event
- Investigate your local arts community and key community players to seek valuable advice. Your venue will dictate the type of entertainment you are able to provide
- It's worth limiting the time for performances, and considering acoustic options if noise might be an issue; many people could be there to chat to new people
- Consider live-streaming your event, as this increases visibility and allows those who cannot attend to tune in and share in the experience

#### **Decoration and Design**

The Twestival logo and websites have had makeovers for 2013 and we are excited to see the creativity that comes forward. You will be provided with a Design Pack which will include graphic assets, palette and font requirements, as well as guidelines for your logo and other marketing materials.

#### **Photography**

You will have a lot of people at your event taking photos, but consider designating a volunteer as official photographer for the night:

- Create a checklist in advance of images you'd like to see. Often teams forget to take photos with all of the excitement and it is great to have this available for post-Twestival press or inclusion in any future books about Twestival
- You might even want to provide a backdrop for official photos (great to highlight sponsor logos similar to red carpet or launch events)
- Ask attendees to upload their photos to Instagram, Flickr, Twitter, Facebook and Google+, and tag them with #twestival and the hashtag you create for your own event. Educate them on the value of open CreativeCommons.org licenses — if you are free to share their content, you will promote others in exchange

#### **Live Video Streaming**

- Consider having a dedicated host or MC at the event, as it can get really boring to watch a group of people standing around
- Plan out the agenda of your event. When would filming start or finish? Is there a special time people should tune in to see something interesting at your Twestival?
- Do you want to record a portion of your livefeed to use or watch later?
- Designate someone technical to manage the sound and equipment you may need
- Is there a way you can engage your online audience to donate or do something?
- Check to make sure there is a dedicated Internet connection or stable Wi-Fi access at your venue. Test in advance.

#### **Creative Event Ideas**

Previous examples have included a craft area, surprise boxes filled with dress up items, face painting, a photo booth, or participation by local startups or companies. Sometimes it's the little touches that are remembered most. Don't forget to keep an eye on our Global Blog throughout the year as we'll be highlighting some superb events from years past. (twestival.tumblr.com)

## Social Media for your Event

#### **Community Building Strategy**

- You will need a Twitter account for your event, but make sure to check our public list of all registered Twestival accounts at <a href="https://twitter.com/twestival/past-twestivals">https://twitter.com/twestival/past-twestivals</a> to see if there's already an account for your location. If you're uncertain, contact the Social Media Team. If you are setting up a new account, please follow the protocol in our Brand Guidelines. Twestival must appear in your Twitter handle (ie. @twestivalTO, @LDNTwestival, @AustinTwestival). Once you have your account in order, tweet us @twestival with your information so we can promote your work globally.
- Create and announce a hashtag for your event. Search proposed hashtags to make sure they aren't already in use. Once you've decided on your hashtag, use it to share your content in all social media channels (tag your posts, tweets, photos, and videos) and to collect questions, ideas, feedback, and later, testimonials from your event. If you want content to appear on the Twestival homepage, use the global hashtag #twestival.
- Use global and local social media platforms to share your work from the very first day. Your official blog on Twestival.com is an ideal way to explain the history and mission of Twestival in your own words which can then be shared on Twitter, Facebook, and Google+ bringing people back to your event page. Share visual content on Flickr, and real time photos on Instagram. Create video content and share it on YouTube or Vimeo. Use Pinterest to make your visual content even more visible. Mobile apps and services are a great way to expand your audience. There are many options for various forms of content: podcasting (Audioboo/iPadio), live streaming (Qik/Bambuser), geo-location (Foursquare).
- Build a network of local ambassadors using Twitter and other social media channels. Get in touch with potential sponsors, media representatives and connect with your volunteers and attendees. Ask them to support you by spreading the word about your announcements.

  Document your preparations, event and it's impact with various types of content. The richer the story of your event, the more impact you can make every time you post, your team and your followers will learn more about your cause, promote your work, and often will donate too.

- Work with local influencers. Ask bloggers to join your team and document your event. Ask established community leaders to share your work on Twitter and in other channels. Reach out to photo, video bloggers and podcasters for ideas too.
- Use Twitter, Facebook, and Google+ to reach out and collect ideas for your event, ideas for sponsors and venue, ideas for performances. During the event, watch your hashtag for questions your attendees might have, as well as feedback. Designate one or more people to track the hashtag and have them be prepared to respond to questions, contribute to the conversation, and post thank yous. Make a note, save in your event account favorite tweets with feedback from your attendees. Ask your attendees and team to blog about your event, share photos online under Creative Commons Share Alike license (you will be able to use them without permission but will promote the authors in exchange) and tag them with the event hashtag. Consider using Storify.com to collect all your tweets, links to blog posts, photos and other relevant content. You can even use this collection for a final blog post on your official blog page.
- Do not forget to add social media channels to your other means of communication. Add links to your major accounts (Twitter, Facebook, Google+, Flickr etc.) to your email signature when you send out to mailing lists or via a ticketing system. Include your social media channels in printed materials and posters. When you talk about Twestival, do mention that people can connect with you in those channels. When you brief your team, remind them about social media channels. Encourage your sponsors, performers and attendees to spread the word in their networks. Mention it to your media contacts too.
- Our Community Team is here to help and inspire, so stay in touch with us on Twitter and
  elsewhere. Ask us questions, suggest ideas, send your feedback. Let us know your success
  stories and feedback—we would love to feature it in our Global platforms to inspire all
  organizers and supporters.

You will find a "Social Media Checklist" for before, during, and after your event in your organizers template package.

#### Connect with Us!

Twitter:: http://twitter.com/twestival

Facebook :: https://www.facebook.com/twestival

Instagram :: http://instagram.com/twestival

YouTube :: https://www.youtube.com/twestival

Pinterest :: http://pinterest.com/twestival

# Twestival Website and Event Blog

#### **Updating your Blog and Event Info**

It is crucial you keep your blog and event information updated at all times. Twestival.com gets a lot of traffic and if you don't have your site updated, you may lose out on valuable sponsorship opportunities, volunteers and potential ticket sales. The press is also keeping a watchful eye on what is happening at your Twestival and we will also be pulling in recent blog posts to feature on the global site. If you need support in keeping your content fresh, please reach out and we can try to find a local editorial manager for your blog. You should have received the login link, username and password, as well as a link to the "How to Setup and Manage your Twestival Blog" help page. If you have questions regarding your blog, please email us at support@twestival.com.

#### Get Highlighted on our Global Blog

Every Twestival has a story to tell, and this year we are providing organizers with a new way to share their stories with the world. Throughout 2013, we will be maintaining a Global Blog (twestival.tumblr.com) as a way to inspire others, trade secrets about what we have learned and celebrate successes.

In addition to occasionally posting to your own blog, we encourage you to submit your best short posts, photos (Instagram or other mobile app services as well) to our global blog — anything that shows what makes your Twestival event unique and awesome! Content that appears on our blog will also be promoted through Twestival's prominent social media properties.

#### **How to Submit**

Visit twestival.tumblr.com and click on "Do you have a great Twestival story to share?" Simply fill out the short form, and a member of our Editorial Team will get in touch!

#### **BONUS: Get promoted on Twestival.com!**

We will feature the best stories from our global blog on our homepage in the prominent carousel of large photographs. Don't leave it to chance! Try to plan for great photographic opportunities before and during your local event that we could use on Twestival.com to promote your story. We also recommend you try to find a great professional photographer in your community to help capture the magic with high-quality images.

<u>Important</u>: High quality images are extremely important when being considered for the global blog. Please make sure to read through the Design Pack, as these are outlined in the photography section.

#### Suggested topics to submit

- Tips A short list of helpful information for other organizers
- Impact Stories about the local charity your Twestival supports
- Innovation Did you do something highly creative at your event or to promote it?
- Questions Ask for advice from other Twestival organizers
- Reflection Personal essay on what you hope to achieve, or how participating in Twestival changed your perspective
- Recap What happened at your recent Twestival?
- Great tweet Screen capture of a special tweet about your Twestival (ex. from a celebrity)
- Playlist SoundCloud or Spotify audio clips special to your local Twestival
- Fun Memes, GIFs, cartoons, etc.

#### **Suggested Formats**

- Blog posts (200 500 words)
- Image (ex. Instagram, slideshow, etc.)
- Graphic or illustration
- Video
- Tweet
- Audio file

Got another idea? Be creative and pitch us! Not sure what to do? Contact us and maybe we can help you come up with an idea.

#### **Writers Wanted**

If you like to write, here's your chance to chronicle your Twestival experiences both past and present for a global audience. We are looking for regular bloggers from around the world to write short blog posts (200-500 words) on a monthly basis or more through 2013. Contact stories@twestival.com if you're interested!

# Fundraising and Event Sponsorship

Twestival is a fundraising driven campaign — we challenge local organizers to really find all the ways they can to benefit their charities. Your Twestival blog has links for both a event registration or ticketing page and a separate link for accepting donations should these be separate. Once you enter in the designated URL the button will appear on the public page. If you leave it empty it will not show. Our global impact page is directly tied to the data you enter for your fundraising thermometer; so please make sure you keep that updated with current totals to appear in the leaderboard and set a goal so your community knows how far there is to go. This will be done manually - so you can ensure financials are up to date and our team will check in to verify in the final report.

#### **Global Partnerships**

Twestival 2013 has aligned with a few brands this year including PayPal, Stay Classy and Project 7 with more to be announced throughout the year. Unlike previous years, we wanted to keep our partnerships open and not force cities to use one particular product as we know that each community has personal preferences. What we are excited about is announcing incentives for organizers to fundraise more for their causes or add something a little special to their events. Check out twestival.com/partners for more details and keep updated with our newsletter (sign up in the footer of twestival.com) or speak with your mentor for the latest news.

#### **Local Sponsorships**

In order to maintain 100% donations for your charities, it is important that you rally your community businesses and network to contribute sponsorships. This can be in the form of more traditional sponsorship levels with cash to pay for event costs or in-kind donations with products and services. You are given a sponsorship section on your Twestival blog to highlight support. If you need additional advice read or contact our global team sponsorship@twestival.com.

#### **Local Fundraising**

Every Twestival event is different, so it is difficult to provide a template for sponsorship or suggest financial levels. However, here are some key things to keep in mind when reaching out for sponsorship.

First, come up with an overall budget and then think about how you can divide the list for sponsors to cover costs. Potential sponsors want to get value out of their involvement, so it is better to have higher sponsorship rates with only a couple of brands rather than low rates and too many sponsors. It is a good idea to outline in writing what each party is providing to avoid misunderstandings later.

Connect with the community fundraising contact at your selected nonprofit and see what materials and ideas they already have that might be useful for you.

Twestival events are able to provide sponsors with logo placement and a URL link on the Event Blogs in the allocated space on the right hand column beside the first blog post. Other ways to offer value to your local sponsors would be to include them in a blog post, local press release, tweets from your local Twestival Twitter account, mention them at the event and put their logo on posters and collateral. It is a good idea to ask your potential sponsors what they would like to get out of participation as this might involve a giveaway at the event or setting up a cool experience for attendees. Whatever agreement you have, just make sure you are able to hold up your end, particularly if it involves technology, as things don't always go according to plan.

Twestivals are not able to offer local sponsors placement on the homepage of the global website, tweets from @Twestival, or provide information about event attendees. If you aren't sure if the sponsorship is appropriate or if you think the brand might be a candidate for regional sponsorship, please get in touch with your mentor on the Orientation Team.

#### **Fundraising Tips for Organizers**

Twestival is about connecting people's skills and passions to help local charities. It's also about raising money so they can do even more! Here are some thoughts to help you make your event a success for you and for the nonprofit!

In the spirit of Twitter, these suggestions are limited to 140 characters. (special thanks to @marcapitman for putting these together).

#### **Fundraising Basics**

- Set a fundraising goal and if possible, tie that back to the direct impact funds raised will have. Having something to shoot for will help your raise more money
- Brainstorm a list of all potential sponsors. Many "traditional" companies would love to partner with your event
- Once you have an overall goal, a tool like www.GiftRangeCalculator.com can help you determine sponsorship amounts

- Try to communicate measurable outcomes. Like: "A gift of \$1000 will send this many kids to camp."
- The #1 reason people give? They are asked. Go out and ask, even if you don't feel you have it all together

#### 9 Fundraising Tips for Organizers

- Use multiple streams: ticket sales, donations, ads, corporate sponsors, sponsor space on blogs, raffles...the possibilities are endless!
- As your Twestival planning begins, consider identifying a key team that will focus "only" on fundraising
- Do these events FOR nonprofits but don't put an extra burden on those nonprofits. They're already working hard. Twestival is to help!
- To help nonprofits, be sure to raise funds for their core mission, something that they can get excited about
- The "right" event is key. When planning your event always have your audience and community in mind
- Team up with others, fundraising is more fun in groups!
- Make sure that 100% of the money raised goes to the charity, not event costs. Get corporate sponsors to underwrite event
- If you know organizers in other cities, a little healthy competition can help everyone raise more money!
- A helpful way to think of fundraising is "Get REAL": research the cause, engage the donor, ask them, and love them after

#### 3 More Fundraising Thoughts

- Passion and energy are contagious! Simply share with people your passion & ask them to join you with a donation!
- Think of fundraising like networking circles. Start with family, then friends, business' and ask them to do the same
- Get your friends involved! 5 donations are great, but getting them to ask 5 of THEIR friends multiplies the effort and the results!

Finally, here is the first of our Fundraising chats, available now on YouTube. <a href="http://youtu.be/Zyb6D9lpkNQ">http://youtu.be/Zyb6D9lpkNQ</a>>

#### **Raffles, Local Auctions and Other Strategies**

A great way to fundraise is to hold local raffles or auctions. Try to solicit a few fantastic prizes or experiences from local businesses and sell raffle tickets at your event. Alternatively, if you have unique items you might want to host a live auction or silent auction. Keep in mind the number of items you have to offer and devise the appropriate way to distribute prizes to the winners without dropping the energy of your event. You might consider having a unique activity at your event and charging an additional fee or offer optional donations. Since most cities will have the ability to project or reference the live fundraising leaderboard, you could arrange for a sponsor to match donations up to a certain amount or given timeframe. (Example: for the next 20 minutes, Company X Inc. will match every dollar you donate.) Twestival has a global team of fundraising experts who are available to answer questions or offer support.

#### **T-Shirts and Merchandise**

T-Shirts are always a popular item. There is no Global store at this time, but individual Twestivals can create their own T-Shirts with their own logos. Make sure your designers have read our Brand Guidelines provided by our design team. Once your designs have been selected, send your print ready files to design@twestival.com.

## **Press and Marketing**

#### **Creating a Twestival Logo for your Event**

Creating your own logo should be one of the first items on your list. Personalizing the event gives everyone something to rally around. Put out a call to local designers & supply them with our Brand Guidelines provided by our design team.

#### Logo and the Twestival Brand

Twestival has a distinct brand, but also thrives on the creativity of volunteers to take official design assets and make their own local identity. Please read the Twestival Brand Guidelines, but feel free to take what we provide and create something special.

#### **Event Posters and Promotional Items**

We will be providing official banners, posters and other digital collateral for Twestival. It is up to your local team to source printing or production for additional promotional items. We don't advise spending a lot of money on printing or products as it can eat into valuable costs and in turn the amount that the charity would receive from your event. Think about who in your Twitter community could help sponsor these items.

#### **Spreading the Word**

Social media is at the heart of Twestival and a crucial channel for promoting your event, but traditional media relations also has an important role to play. We will do what we can at a global level to help you get the word out - but nothing beats a little local creativity. Are there events leading up to your Twestival? Maybe they will give you a few minutes to make an announcement. Consider all free event listings and radio station that might be interested in helping you.

#### **Promoting your Event in Local Media**

Global PR efforts will help increase awareness about the Twestival movement but as an event organizer you have responsibility for driving coverage about your own event within local media. To help you get started, we've prepared some top tips, a template media announcement and detail on where you can find useful materials for PR. If you get approached by any major media outlets when organizing your event please let us know as quickly as possible by emailing us at press@twestival.com.

#### **Twestival Media Relations Top Tips:**

- **Get planning**. Before you start talking to the media about your upcoming Twestival event, consider how best you can use media to spread the message about your event, and what you want to achieve. For example, if securing sponsorship is a big priority, think about how getting coverage in certain media outlets could help you reach potential sponsors. If your focus is more on raising awareness about the event to drive ticket sales, consider the media publications that are best to get coverage in and how you might do that.
- Talk to your charity. The charity you are supporting may have a PR team and/or existing relationships with the media, so it's worth talking to them about how they may be able to help. Although Twestival is about local people doing things for local causes, a simple chat with your charity about PR may bring to light ideas to help you achieve coverage for your event.
- Work on your story. The story of Twestival and the money that's been raised to date is impressive, but consider what local story you can offer media. This might involve talking to your charity and working out what impact the funds you plan to raise will have. You can then use this information to develop a media pitch about your event.
- Offer a package. When pitching journalists stories about your Twestival event, focus on the details of the event, but also consider what else you can offer them so they can write the most compelling story possible. This might include, for example, an interview with your charity (if your charity consents) about how the funds raised at your event will impact the work they do.
- Assign Responsibility. As the day of your Twestival event approaches, you will get busier, so it's worth assigning a team member to drive the press promotion of your event. This person should take on tasks such as identifying potential media targets, developing media pitches and talking to journalists about your event.

#### **Media Announcements**

You will find a Twestival Press Release Template in your "Organizer Templates" package you received in your Welcome email from the approvals team. In addition to press releases, below is a list of helpful resources for media content.

#### **Useful Resources**

When you contact journalists (or they contact you), a good place to direct them to learn more about Twestival is the Twestival Press page twestival.com/press. The press page will be updated over time to include:

- Recent news items
- Press images

- A Twestival fact sheet.
- Twestival media coverage

#### **Video Content**

The use of video will continue to play an integral part of Twestival this year. You will find previous and current videos at twestival.com/ourstory. If you use video as part of your content, please tag it with #twestival in addition to your own event tag on YouTube or Vimeo.

#### **Celebrity Involvement**

One of the most amazing things is that Twestival is not powered by celebrities, it is driven by regular people who want to host a great event and make a difference. In the past, we've had high-profile personalities and celebrities tweet about our event, donate to our auctions or raffles and in some cases attend or perform at events. Over time, Twitter has grown and so has the celebrity interest in Twestival. We definitely want to reach out to celebrity Twitter users, but we need to be conscious of their time and also the role they play, and avoid having hundreds of cities tweeting the same person asking for donations.

If you have a local celebrity or high-profile person in your community, consider inviting them to the event or asking them to promote your event or donate an item for the auction. Let us know who you're speaking with by contacting orientation@twestival.com — our team may be able to help.

A team has been formed to drive media coverage about Twestival at a global level. More detail about global PR efforts will be communicated soon but in the meantime, you can contact the team with any queries at press@twestival.com.

## Post Twestival Wrap-up

After your event, you will have a week to complete the Event Wrap-up form. We will send a link to a form where you will need to provide details including:

#### Twitter ID, Login and Password

In order to make future event planning easier, we will request your Twitter ID, login and password to have on file once your event has wrapped due to previous issues with organizers losing logins.

#### **Event Hashtag**

The Social Media team will keep all hashtags on record so we can monitor the conversation and helped spread good news about the success of your event.

#### **Press Clippings and Online Event Presence**

Please include a list of all your online locales (Blog, Facebook, Google+, Pinterest, Instagram, etc).

#### Sponsor List

Please provide the Sponsor's Company name, primary contact name, Twitter username (if available), web address (if available), email, and phone number. This will help us track donors and provide future organizers with a starting point for fundraising.

#### **Final Budget Sheet**

It is essential that we give accurate accounts of funds raised and increase awareness and participation in Twestival. We will also be able to compile data from this year's Twestival and better project needs and advise future Twestival organizers.

#### **Final Blog Post**

It's important you publish a thank you post on your event blog to let participants and sponsors know of the impact of your event. It's great to highlight those who made your Twestival a success, announce the total fundraised and future plans. Our global editorial team will also be interested in hearing about your experience to see if it's something we can write about to share with others.

#### Feedback

As always, we want to learn and grow each year and the only way to do this is to get your feedback and suggestions on what you liked and want to see improved about Twestival.