



# Event Planning Toolkit

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## Who is this toolkit for?

This toolkit is aimed at educators, students and participants working within any Keep New Zealand Beautiful programme that involves planning an event. This could be an action day, a clean up or an environmental campaign.

It aims to inspire, encourage, and support the organising and sharing of environmental related events, at a personal, school and community level.

Participating in engaging, and interesting practical events and actions will help raise awareness on local environmental issues within your community.





## How to use this toolkit

This toolkit can be useful across many Keep New Zealand Beautiful programmes or when organising Keep New Zealand Beautiful events.

### For example:

- You might find the **Event Planning Checklist** useful when planning your Kai Connections event.
- Or the **Create a Poster** section may prove helpful when creating an advertisement for a community clean up event as part of Clean Up Week.
- The **Press Release** section could help your Young Reporters for the Environment as they look to disseminate their articles, photographs or films.
- Or you could use the **Social Media** information to find tips on how to use tags and hashtags on Instagram and Facebook to spread awareness of your latest Eco-Schools action!

## Objective

Some Keep New Zealand Beautiful programmes encourage educators, students or participants to plan and implement an event i.e. an action day if participating in Young Reporters for the Environment or a shared meal if participating in Kai Connections etc. The aim of such events is to share behaviour changing initiatives related to pollution, climate change and/or biodiversity loss on an individual, school or wider community scale.

The goal of this toolkit is to help you organise your event as part of your participation in a Keep New Zealand Beautiful programme and to provide you with advice on how to create a variety of media content (online campaigns, posters, etc). The toolkit also provides suggestions as to what your environmental event or action could be as well as how to create a press release or use social media content to advertise your event.

## Why hold an environmental event?

Organising an environmental event is an effective way to encourage others to get involved in acting on a local environmental problem. Ideally this would be a practical activity involving the whole school and/or wider community. Even better, it could be incorporated into other community or school events to further educate and raise awareness about litter, waste and environmental issues.

### Ideas for your event

Before being able to advertise your event, you must first choose what it is going to be. Below are some ideas, but this is by no means an exhaustive list. Feel free to choose any event that gets people involved and raises awareness about the need to Keep New Zealand Beautiful!

- **Clothes swap event.** Encourage participants to bring along items of clothing they no longer wear and swap them for a new wardrobe. If they don't have any items to swap, ask for a gold coin donation for a chosen charity in exchange for a new item of clothing!
  - **Enviro fancy dress competition.** This provides an opportunity for participants to get inventive and win prizes for the best environmentally friendly costumes.
  - **Beeswax wrap workshops.** Teach participants how to make their own beeswax wraps to encourage them to minimise the use of clingfilm in their lunches.
  - **Design a bin competition.** Hold a community/school wide 'Design a bin competition' to beautify the community or school and to motivate participants to learn more about their local recycling and rubbish system.
  - **Clean up event.** Sign up to participate in the annual Keep New Zealand Beautiful Clean Up Week and hold a clean up event within your community. You could also conduct an audit on the rubbish collected and use this to educate on the types of items being littered.
- Clean Up Week is held each spring and Keep New Zealand Beautiful will provide a free Clean Up Kit if your school hasn't received one before. Simply head to [www.knzb.org.nz](http://www.knzb.org.nz) to register your event.
- **Participate in a Backyard or Upstream Battle.** Engage your participants to act as [citizen scientists](#) for Keep New Zealand Beautiful and help clean up your local area, while at the same time contributing to research that will shape our country's future environmental policies.
  - **Photo exhibition/film screening.** Hold an environmental exhibition or film evening to share your [Young Reporters for the Environment](#) (YRE) competition video and photography entries. YRE is an environmental journalism programme run by Keep New Zealand Beautiful for students 11-25 years old.
  - **Paint a mural.** Get participants to submit mural design ideas that have an environmental focus and enter them in Keep New Zealand Beautiful's [Resene Wall Worthy competition](#). The ten competition winners each year receive paint vouchers and resources to complete their murals.
  - **Create a Kai Garden.** Launch a school-wide garden design competition and then enter the winner into Keep New Zealand Beautiful's [Kai Garden Competition](#). Note this is only open to students aged 3-13 years.
  - **Build a worm farm.** Create a school worm farm and make your own compost!
  - **Create a sculpture.** Ask participants to collect plastic bottles and create an animal sculpture to raise awareness about the amount of plastic in the local environment.
  - **Hold a waste free lunch.** Organise a picnic or shared lunch where the aim is to use no or as little waste as possible. Head to [www.knzb.org.nz](http://www.knzb.org.nz) for more information on Keep New Zealand Beautiful's Kai Connections programme.

## Event planning checklist

Now that you've decided what your event is going to be, you need to determine the following details. These details will become the key information that you will need to include in the body of your poster, press release and/or social media advertisement. We've added the things you need to consider after each item.

### ☐ Name of the event

### ☐ Date

Who is your target audience for the event? Are they more likely to be available on weekdays or weekends? When are you available? Do you want your event to run in summer, autumn, winter or spring? Make sure the date of your event gives potential participants enough notice, but isn't so far away that people forget about it.

### ☐ Venue

Is it a school event? Do you have permission to use the venue? What about a public space i.e. a local park or beach?

### ☐ Start time

If it is a school event, will you run it before, during or after school?

### ☐ Food

Will your event involve a meal or eating? Are you bringing food or are you asking your participants to bring food? Are there specific requirements for the food they bring?

### ☐ Who is invited

Is your event for everyone? Or, if at a school, is it just for a particular year level? Can parents of students get involved? Can anyone in the community help?

Once you've finalised all the above details, you can start putting together your posters, social media posts and invitations.



## Advertising your event

The key to a great event is to get as many people involved as possible. To do this you need to spread word of your event and inform potential participants of all the relevant details.

### Effective advertising usually contains the following components:

- **A strong headline.** Any written content should have a catchy and attention-seeking headline that clearly describes your event. A headline is extremely important and can include words and thoughts designed to catch someone's eye and keep them interested. It could also be a question to prompt the reader to think before they read on.
- **A good body.** The first few lines must clearly explain what the event is. The remainder should include the date and time of your event, where it will be, what will be provided and what participants may need to bring. Remember to try and keep your sentences short and to the point.
- **A tag line.** End the body of your advertisement with a tag line, a catchphrase or slogan, that will stick in the mind of your potential participants and let them know that they can make a difference.
- **Strong visuals.** The photo or image you choose should describe in visual terms what your event is about. It should be obvious and not too obscure or abstract. Remember to obtain consent from people if you are using a photo and credit any images if required.
- **Know your audience.** Are you trying to inform all people about your event or are you targeting a particular audience? Are you trying to appeal to your peers and classmates at school? Or maybe appeal to members of your wider community? Whoever your audience is, take some time to think about the language, images, or communication method (poster, social media, etc) that will appeal the most to your audience. Maybe talk to some friends or family about what images or words might capture their attention, or what is most important to them environmentally. Use your research to help you tailor your advertisement to your chosen audience.





## Creating a poster

Posters are an effective way to attract your audience's attention and to encourage an active response.

Here are some ideas to create an eye-catching poster to promote your event:

- **Identify the purpose of your poster.** Firstly, establish what the goal of your poster is and who the audience is? Next consider what it is that you want your audience to do after seeing it. What verb(s) will you use e.g. register, join, attend, share, buy?
- **Decide where and how you will share your poster.** This will help you to decide on the size it will need to be. For example, if you intend to put it up around school then you will want to make it big and eye-catching, but if you intend to hand them out as flyers then A5 would be a more appropriate size. Even better, go digital to save paper!
- **Now organise your layout and format.** Because posters are primarily visual presentations remember not to overload your poster with too much information. Use images to portray your message and colour to grab attention. For example, it's good to use a font colour that contrasts with the background so it stands out.
- **When deciding on the layout of your poster try to create balance.** Imagine your poster divided into four (see above) and try to have content of equal weighting in each quarter. Remember less is better on a poster so don't make your design too complicated or busy.
- **Think big.** Use a large font that is easy to read and make your photos or images large enough so that it is easy to make out what they are from a distance. Remember to use concise and simple language and keep the focus on your one clear message.
- **Include a 'call-to-action.'** This is the part of your advertisement that tells your target audience what they should be doing. This is where you will use the verb(s) you identified at the beginning.
- **Finally check everything before printing or sharing.** This means proofread and check spelling. It can be good to get other people to do this, as a fresh set of eyes may notice a spelling mistake you missed.

## Press releases

A press release is just a news story waiting to be published.

A well written press release will include everything a journalist will need to write a news story about your event. Remember journalists can be overworked so if you can make your content as journalist friendly as possible, then they will be more likely to pick up your story. All they will have to do is cut and paste your content, maybe add an extra quote from an outside source, put their name on their written version, and give it to their editors.

### Tips to remember:

#### Research

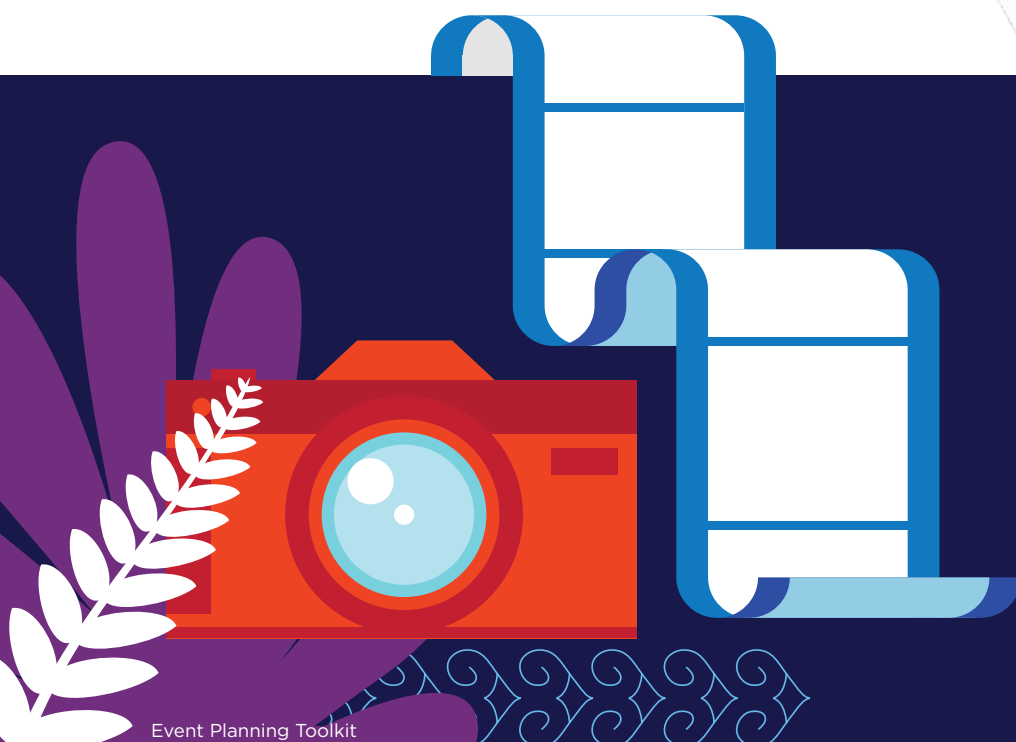
Get to know your local media, the type of story they print and how they talk about what is happening in your local area. Identify which media covers your local area, this is most likely to be your local newspaper, TV or radio station. This means that when it is time to promote your event you will know which media will best reach your target audience.

#### Know your audience

What would you like to achieve? What is your goal by publishing this press release? Maybe to find new audiences? Do you want to inform people about your event or target a particular audience?

#### Be relevant

If your press release coincides with a current hot topic or trend, it is more likely to be picked up by media sources. This is because, in theory, more people will care about the story.



## Press release example



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### MEDIA RELEASE

#### Local artist unveils award-winning mural in Grey Lynn

Auckland artist, Sara Fernandez, has unveiled her award-winning mural on the Youth Line building in Grey Lynn.

Sara was one of ten winners from across the country who took out the top prize in Keep New Zealand Beautiful's (KNZB) Nature Murals competition.

The mural, titled 'Grow' highlights Sara's passion to create a better environment for the community and youth.

In her submission Sara said: "I strongly believe that beauty can inspire people to feel loved and to grow. And interestingly, growing then creates the opportunity for more beauty. I feel like Youth Line inspire people to grow and become the best version of themselves."

Sara was quick to complete her mural, choosing to do it on a long weekend when the Grey Lynn street was quiet. On completion of the mural Sara said:

"I was very excited and scared at the same time of painting this huge mural, I had to deal with weather and height and I wanted the result to look perfect. I had to plan the process well so I could move the scaffolding easily. Now I feel very proud and happy because everybody at Youth Line loves it."

The Nature Murals competition, which is part of the Paint New Zealand Beautiful programme, sponsored by Resene ran from February - April, with artists encouraged to submit mural designs which included an environmental message. Artists from around the country sent in their designs, with the top ten murals selected based on their environmental message, enhancement of the community, and originality/creativity. Winning designs receive a \$1000 grant, along with a \$750 Resene paint voucher and other materials to paint their mural.

KNZB CEO, Heather Saunderson, said: "KNZB is proud to partner with Resene again this year to deter vandalism and Paint New Zealand Beautiful. Numerous studies have shown the great impact murals have on their surrounding communities - from increasing civic pride, to a reduction in antisocial behaviour such as littering and graffiti. Together with Resene, we're excited to see Sara's mural come to life and to help Auckland beautify their corner of New Zealand".

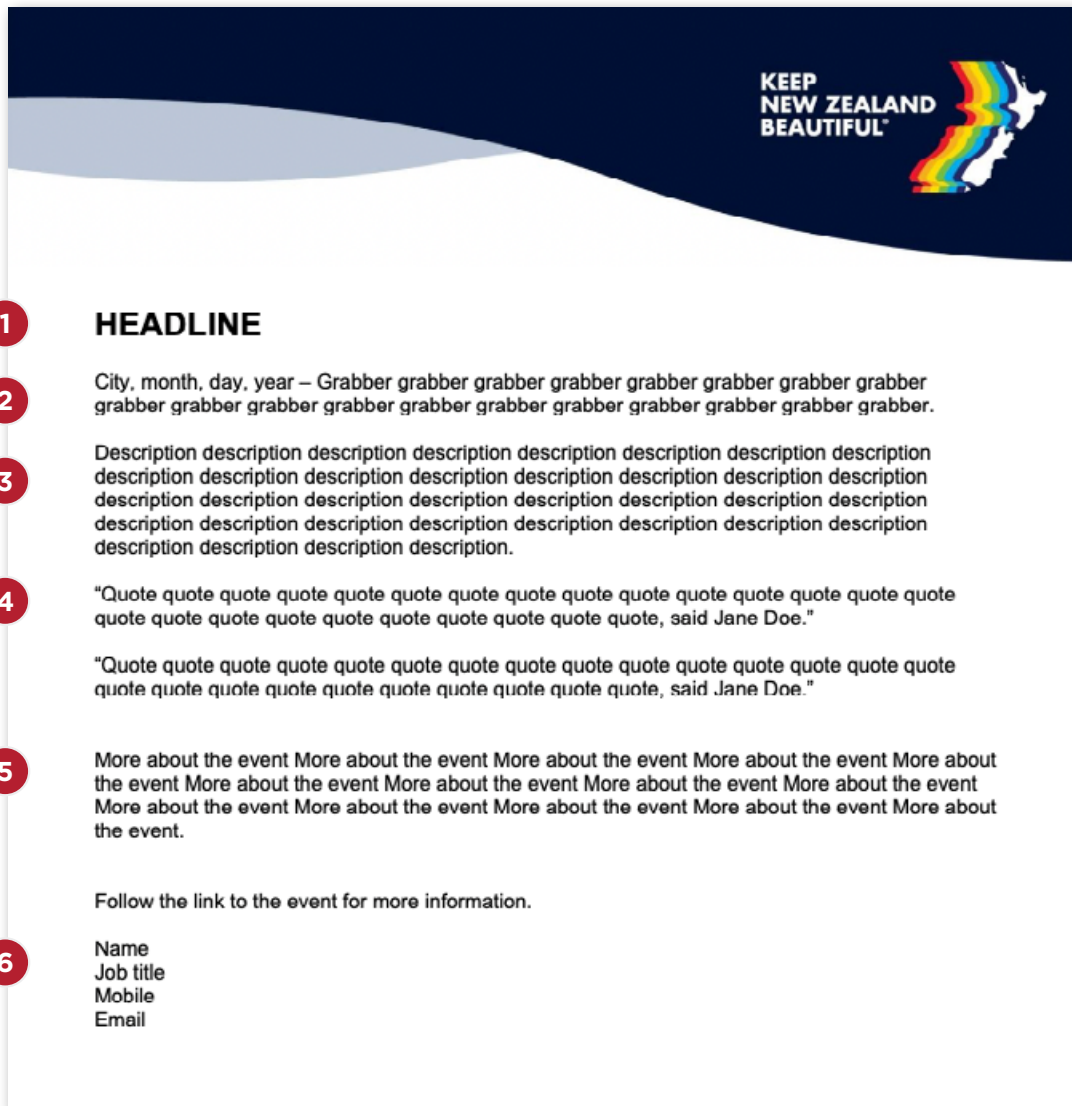
The ten winning artists and regions are listed below, with their designs visible on the Keep New Zealand Beautiful website - [www.knzb.co.nz](http://www.knzb.co.nz).

- Yeon Seo Kim – Auckland
- Sara Fernandez – Auckland
- Luther Ashford – South Taranaki
- Stan Mans – Hastings
- Jil Sergent – Central Hawkes Bay
- Isobel Te Aho-White – Wellington
- Rosa Friend – Wellington

Media enquiries can be directed to Mike Buddle, Communications Manager at [mike@knzb.org.nz](mailto:mike@knzb.org.nz).



## Press release template



1. **Headline** – Remember to make it catchy and attention-seeking.
2. **Grabber** – Grab your reader’s attention with an engaging first sentence. Remember to include the date.
3. **Description** – Compel readers to read on with a captivating and easy to understand description of what the story is.
4. **Quotes** – Add a personal quote to explain impact/benefit. Add a second quote from your organisation.
5. **Call to action** – More information and direct readers where to participate or learn more with a clickable link.
6. **Contact information** – Make it easy for journalists to get in contact.



## Social media

### Why does social media matter?

Social media is a powerful tool that can spread the word about upcoming events!

If used correctly, social media can be your most effective means to reach out to your audience. It is a low cost way for you to engage directly with the wider community and create interest in the work that you do. This can result in everything from more people taking part in events, to greater support from local businesses and community members.

### Social media platforms

Most not-for-profit organisations use Facebook as their primary social media channel. Facebook still has the largest global reach among social media platforms, so we recommend using it. However, Instagram is the most popular social media channel with Generation Z.

As with your poster, remember to consider your target audience when choosing which social media to use.

### Ideas for promoting your event on social media:

- Create your own blog with WordPress, BlogSpot or Tumblr.
- Create a website for free with Joomla, Wiféo, Jimdo or other platforms and publish articles about your event.
- Open an account on Daily Motion or YouTube to publish and share a video on social media.
- Publish your photos on Picasa or Flickr and share them on social networks and on environmental and sustainable development media pages.

### A note on social media age restrictions:

Younger students (under 13 years) will require parental supervision to participate in social media networks, so it may not be possible for them to share work through these channels.

Another option could be that students under 13 years promote their event through the school's social media pages. Alternatively, younger students can promote their environmental events through student newsletters, local papers, etc.

## Tagging & sharing

Tagging is an effective way for organisations to expand their social media networks. Tagging other pages on social media “links” them to your post. This sends the other page a notification that they have been tagged in a post. If you tag Keep New Zealand Beautiful in your post, you guarantee that we will see the story and potentially share it with our network!

Tagging also allows your audience to go directly to the page of the tagged organisation by clicking on the tag link. It goes both ways and Keep New Zealand Beautiful will tag you if we post a story about your school/organisation. Tagging is an easy way for the members of the Keep New Zealand Beautiful network to support and promote one another!

### Some accounts you may like to tag in your posts (depending on the Keep New Zealand Beautiful programme you are taking part in):

#### Facebook

@keepNZbeautiful

@yre.global

@yrenewzealand

@resene

#### Instagram

@keep new zealand beautiful

@yre\_int

@resenecolour

@ecoschoolsint

## Hashtags

What is the benefit of using hashtags in your social media posts? Hashtags are for your school or organisation to join the conversation and expand your potential audience!

When you tag your posts with an appropriate hashtag, your post will show up when users search for that hashtag keyword. Likewise, users who see unfamiliar hashtags in a post are likely to click on them to learn more about that topic.

Using popular hashtags that organisations with large followings use is a great way to get more people to see your posts.

### Some hashtags you may want to use (depending on the programme you are taking part in):

#keepnewzealandbeautiful

#dotherightthing

#beatidykiwi

#kikikiwi

#cleanupweeknz

#paintnzbeautiful

#plantnzbeautiful

#YRE

#youngreporters

#litterlesscampaign



## How to get the most out of your use of social media

When creating your social media content, it's helpful to have a plan to keep your message consistent.

- **Keep in mind what it is that you want to achieve.** Remember the key to a great event is to get as many people involved as possible. Your aim is to promote your event as widely as possible to the targeted audience and to provide all the relevant details.
- **Decide on a catchy name.** This can help to draw attention to your event. We recommend that you search the name before deciding, firstly to make sure it doesn't already exist, but also in case there are any current events that exist which align with yours.
- **Select key words.** Choose 10 key words relevant to your event and use a few of them in everything you post.
- **Take your own photos.** Do not plagiarise. Create your own digital content.

- **Create a media schedule.** If you have a lot of content, spread it out over time! This will keep your event fresh in peoples' minds.
- **Time your posts.** Create your post(s) at a time when your audience is most likely to be engaging with social media, e.g. after school or outside work hours.
- **Interact with your audience.** Keep an eye on the comments and respond to any relevant ones. This is a great way to engage with your audience.

## Creating effective posts

There are a few components that make an effective, eye-catching social media post. We have outlined some of these components below and given some tips on how to best utilise them. Remember, there are people in marketing who get paid to create effective social media posts, so who knows, if you get good at it, you could turn it into a career!

## Facebook and Instagram



1. **Caption** – includes relevant information, maybe thought-provoking statistics or questions. Make it positive and give just enough information to hook in your audience, but not too much that they don't click your link/contact you for more information.
2. **Images/videos** – choose an image(s) or short video that will capture your audience's attention. This is the main thing that will make people stop scrolling and read your post.
3. **Hashtags(#) and tags(@)** – add relevant hashtags to the end of your post so people that are monitoring those hashtags will see your post! You can also tag other users in your post. This will notify them, and maybe they will share your post with their network too!
4. **Link** – include any relevant links. Use 'bit.ly' to track how many people are clicking your link.

## Key differences to note when deciding on Facebook or Instagram for your advertising:

### Facebook

- You can create events on Facebook. These events can be public i.e. open for all users, or only available to people you invite.
- On Facebook, you can add multiple images to a post, but they will appear as a collage and may not be as attention grabbing, so think about whether it may be better to post one great image.

### Instagram

- You can post reels (short videos) to Instagram. Reels show up in your follower's feeds but can also be seen by other people who don't follow you, but who may be interested in your message.
- On Instagram you can add up to 10 photos to a post, but users will only see the first one on their feed and will need to swipe through to see the others, so make sure the first one is the best one!

### Social media checklist

- ☐ Have you included a photo(s) or video?
- ☐ Have you tagged the relevant hashtags?
- ☐ Have you tagged the people or organisations you wish to be aligned with so they will get your notification?
- ☐ If you are reposting on Facebook, have you added your original comment on top of the post?
- ☐ Is your content consistent across your social media platforms?



## Thank you!



Thanks again for getting involved in our Keep New Zealand Beautiful programmes!

By participating, you've contributed to a cleaner, more sustainable future for all New Zealanders, and you've helped us to spread the Keep New Zealand Beautiful message.

Don't forget to take photos of your event and email them to [info@knzb.org.nz](mailto:info@knzb.org.nz). We would love to feature your amazing work!

Please spread the word about your experience too.

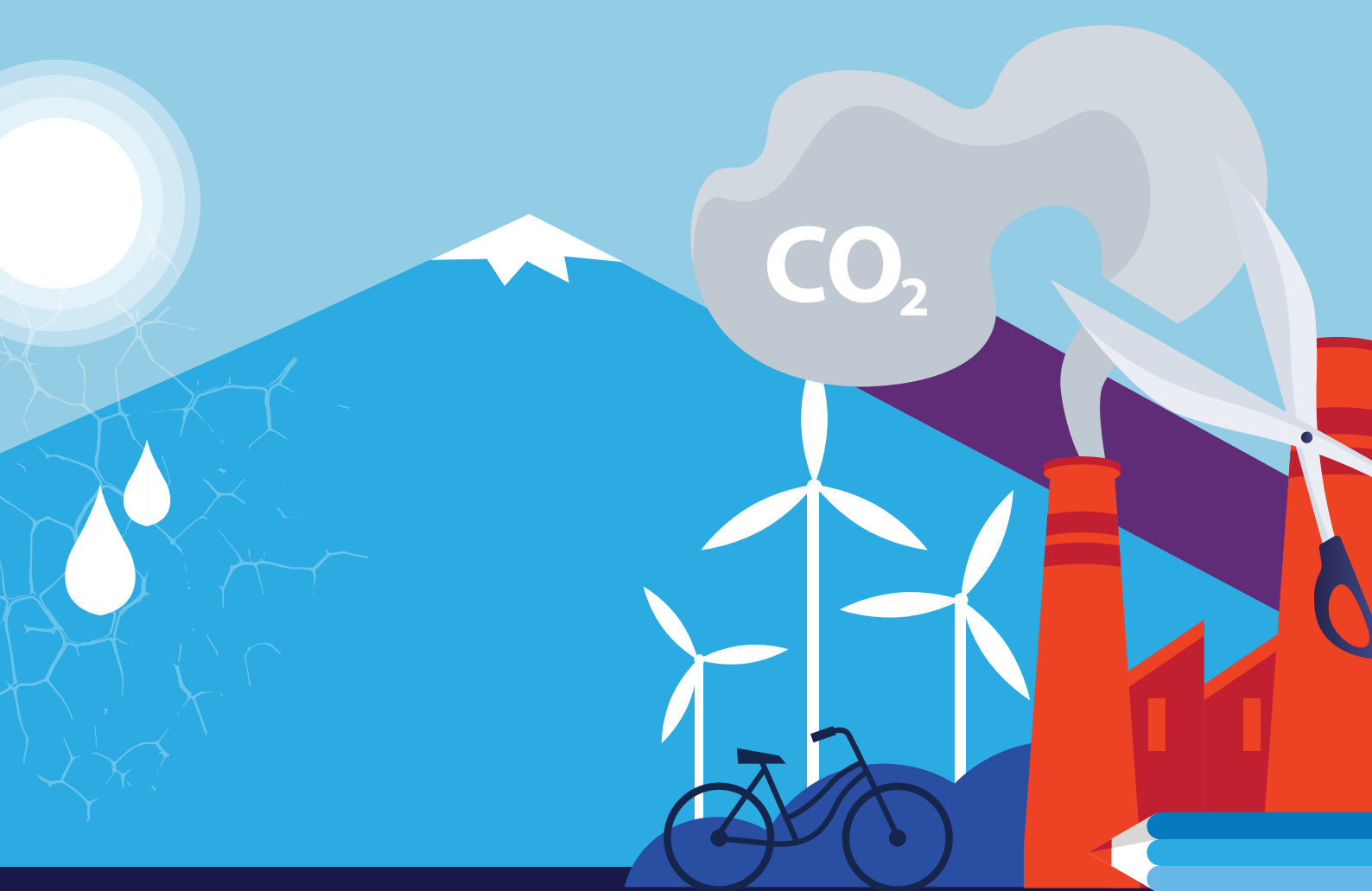
**When posting on social media about your event, make sure that you tag us in with any photos you take:**

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#keepnewzealandbeautiful #dotherightthing #beatidykiwi

Good luck planning your event! We look forward to seeing your awesome work and sharing in your success.





**For more information:**

0800 TIDY KIWI/info@knzb.org.nz

[www.knzb.org.nz](http://www.knzb.org.nz)

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