



ORGANISING AN EVENT FOR THE CONFRONT THE CRISIS DAY OF ACTION

The Day of Action to Confront the Crisis is taking place on
Wednesday 15th March, 2023!

On this day, people with lived experience of the housing crisis, people living and working in community housing, and workers from other housing providers and peak organisations will be standing up to take action, to urge all sides of NSW politics to Confront the Crisis.



ORGANISING AN EVENT

As a CHIA NSW member, we would love for you to be part of the Day of Action by organising your own event. We want to make so much noise, and raise our voices so loud that all sides of politics will be forced to act!

You can make your event your own - it really is up to you what your event looks like.

Here's some ideas of what you could do:

- Holding a sausage sizzle or morning/afternoon tea at your offices with staff, tenants, businesses you work with, and your local candidates for the upcoming election with some informal speeches or discussions.
- Organising a rally or march in your local town where the community can gather to hear from political candidates.
- Setting up an online information session about the housing crisis affecting the local area for tenants and the local community.

Don't be afraid to get creative and do it in a way that works for your organisation and community.

Regardless of what the event is, here are some tips on things you can think about as you organise your Day of Action event.

1. REGISTER YOUR EVENT

Make sure you register your event on the official Day of Action webpage. This allows other people to find your event and come along (if it's a public event) and to see just how big the Day of Action really is.

It also gives us the chance to see where there may be opportunities to offer extra support to particularly strategic or large events.

Register your event at: www.confrontthecrisis.com/register-event

2. ORDER CONFRONT THE CRISIS COREFLUTES AND T-SHIRTS

Confront the Crisis coreflutes and t-shirts will give your event colour and life - and will ensure the photos from the event look great!

You can order t-shirts from our RedBubble shop here <https://www.redbubble.com/i/t-shirt/Confront-the-Crisis-by-CHIANSW/132057649.WFLAH>

To order coreflutes, contact Josh Appleton at CHIA NSW at josh@communityhousing.org.au.



3. INVITE YOUR LOCAL CANDIDATES

This is an absolutely critical time to have our voices heard by those who will be vying for power in NSW Parliament. Now is the time to have local people telling their candidates that they want them to use their position in Parliament to ensure there is an increase in social and affordable housing - and you can do that by inviting your local candidates to your event.

Be clear about what you're asking them to do - whether that's just to come to the event to listen to people's stories and other speakers, or if you are asking them to speak at the event.

We've included some suggested copy for you to use when inviting them.

4. REACH OUT TO LOCAL MEDIA

Make sure your local media outlets know about your event and ask them to cover it! We've provided a template media release you can use to do this - just tailor it to your local event.

5. PROMOTE YOUR EVENT

Make sure you let everyone know about your event by sharing it with your staff, tenants, local businesses and allies, families and friends on:

- Your email lists
- Your social media platforms (Facebook, LinkedIn, Instagram, Twitter)

The more people who attend your event, the more impact you will have!

ON THE DAY OF YOUR EVENT



6. MAKE SURE SOMEONE IS TAKING PHOTOS ON THE DAY

Assign someone to the role of photographer for the day, so that you are sure that you are capturing content.

It's also easy to capture the event on video, a mobile phone camera is absolutely fine for this.

Post to social media using the hashtag [#ConfrontTheCrisis](#) and also upload it to this Google Drive folder/One Drive folder so that we can share it on the Confront the Crisis social media pages and use it in the campaign collateral.

Make sure you check out the [Resources page on the Confront the Crisis website](#) to find the following resources to help you organise your event:

- Template email to staff, tenants clients, families
- Template of suggested copy to candidates
- Template media release
- Social media share graphic

