



## Organising HMD Activities

We're delighted that you are interested in holding an activity for HMD 2012. This is the first step in joining the thousands of individuals and organisations who want to share the lessons of the past to create a safer, better future.

Anyone can organise an activity for Holocaust Memorial Day. There's no right or wrong way to do so, the only thing we ask is that you take some time during your programme to remember those who have been persecuted or murdered in the Holocaust, under Nazi persecution and in subsequent genocides in Cambodia, Rwanda, Bosnia and Darfur.

We're here to help you plan your activities and you can find ideas and advice on these pages, but if you can't find what you are looking for, do contact the HMDT team on **0845 838 1883** and we will be able to assist you.

Whether your HMD activity is taking place in a community venue or within a school, there are some points you can follow to ensure your activity is a success. In this section, you'll find advice on [planning your event](#); ideas for the [content of your programme](#) and our suggestions on how to [increase publicity](#) and [evaluate](#) your HMD activity.

As you plan your HMD activity, do ensure that you order a **free** [Campaign Pack](#) and [sign up to our newsletter](#) to be kept up to date with HMD 2012.

Remember that **we're here to help**. Whether you'd like to speak to us in person, attend our [workshops](#) or find out more about how you can participate in HMD, the HMDT team are always happy to hear from you.

### **your next steps**

>> [begin your planning](#)

>> [think about your audience](#)

>> [take inspiration from our programme ideas](#)

## Planning

### The importance of planning

The success of your HMD activity will very much depend on the planning you do in the months and weeks before 27 January. Preparation is key, and on these pages you'll be able to find all the information you need to guide you through the process. You'll find specific advice on thinking about your [audience](#), some ideas of thinking about a [steering group and advisors](#), your [budget](#) and some [practical considerations](#).

### Our tips for your planning

- order your **free** [Campaign Pack](#) – it contains posters and advice on holding your activity
- your vision – what feel do you want your HMD activity to have? What design elements will you need? Is the tone of your HMD hopeful, reflective or a combination of both? Make sure you keep a record of your vision, it will help you stay focused if things get busy later on. Your vision will form your activity objectives
- set your activity objectives – this will help you have a clear message through your activity and will enable you to [evaluate](#)
- how much will it cost? – You may have limited budget or even none, as is the case of many HMD activity organisers. You'll find ideas for fundraising and stretching your funds in our [budget section](#)
- timescales – when will you need to review your activity planning? At HMDT, we review our planning on a monthly basis, with all those working on the project involved – it helps us stay focused and on track. Are there key deadlines you need to meet? These may be securing your [speaker](#) or issuing [press releases](#). Make sure everyone knows when to expect to hear from you or when they need to make decisions
- venue – where will you hold your event? You'll find lots of suggestions in our [practical advice](#) but think about places which can hold the audience you expect to attend and where will give your vision the maximum impact
- audience – think about who your audience is and how you will let them know about HMD. You could use your contact lists of supporters or members, attendees from previous activities and/or announce your activity publicly. Read our advice on [audiences](#) and [publicising your activity](#)

### We're here to help

HMDT are here to assist you throughout the planning process for HMD, so if you can't find the answer to a question you have, or you would simply like to get some advice please do contact the HMDT team on **0845 838 1883**.

## your next steps

- >> [think about your available budget](#)
- >> [consider some of the decisions you need to make about your activity](#)
- >> [start planning the content of your activity](#)

## Your Audience

Your audience is a vital part of your HMD activity, and as you begin your planning, you'll need to ask yourself some questions about them.

Question	What the answer tells you	
Who is my audience?	This will help you think about the tone of your activity, the content contained therein as well as the venue and duration. (For example,if you want to engage the general public, your local shopping centre could be the perfect venue. However, it will be cold in January, so you do not want the event to last too long.) Coventry City Council hold their activities in their shopping centre – see what they did for HMD09 on our <a href="#">vimeo channel</a>	
What knowledge does my audience have?	Your audience may already know about HMD, others will be coming to it for the first time. Make sure you explain what HMD and your activity in particular hopes to achieve. Read our key messages to assist you in	

	putting these points across.	
What is the motivation of audience members to be there?	<p>Is your activity open to all, or is it a closed activity? If your audience hasn't freely chosen to attend, ensure that there is something to keep them interested. Use <a href="#">survivor stories</a> or audience participation activities to help them engage.</p> <p>Other audiences may include those who are very knowledgeable or have a family connection to the subjects you are discussing so do make sure you pitch the content of your activity at the right level. You can contact the HMDT team for further advice.</p>	
What does your audience need to know before the event?	<p>If your activity is particularly sombre in tone, or will include prayers, you may want to supply head coverings for your audience as a mark of respect. Your local <a href="#">interfaith group</a> or local SACRE (Standing Advisory Council on Religious Education run by your local authority) will be able to provide appropriate advice for working with faith communities.</p> <p>If you have young people attending, you may want to ensure their schools prepare them for the stories they will</p>	

	<p>see and hear. Work with your local schools to help them get as much out of your activity as they can.</p> <p>If you will be holding a collection, or asking guests to bring ID with them, tell them when you invite them.</p> <p>It will be cold in January. If your activity is in an unheated venue, or outside, tell your guests to wrap up warm. Read our <a href="#">practical guidance</a> for further information.</p>	
<p>High profile guests</p>	<p>Having high profile guests at your activity can assist you when securing <a href="#">publicity</a>. Have you invited your local councillors, Mayors and MPs? We provide <a href="#">template invitations</a> to assist you in contacting them.</p> <p>You could think wider than this. Are there local celebrities, or high profile individuals who have a connection to your city or town?</p> <p>When inviting them, be clear with your expectation – do you want them to attend as a guest, or will you be asking them to speak as part of the <a href="#">content of your activity?</a></p>	

Remember that we can supply you with free additional handout materials to give away to your audience. You can order these in quantities of 50 by [emailing us](#).

## **your next steps**

- >> [think about how you will publicise your activity](#)
- >> [think about the health and safety of your audience](#)
- >> [start to plan the programme for your activity](#)

## Practical advice

We've had lots of experience in working with HMD activity organisers and we know that whilst it's not possible to plan for every eventuality in your activity, we hope that some of these points will assist you as you approach HMD.

### **Who makes the decisions?**

If you are working with a [steering group](#) or an outside agency, be clear from the outset where final decisions on content, venue, attendance and participants are made. It may be yourself alone, or perhaps a group of people with overall responsibility. If this is established at the outset and communicated with all of those who are involved, you will avoid confusion during your planning stages.

### **Dates for your activity**

Holocaust Memorial Day will always be on 27 January, as it was on this date that [Auschwitz-Birkenau was liberated](#). It may not however be the most suitable day of the week for you to hold your activity. Activities take place throughout the two weeks around HMD, and if you are planning for [HMD 2012](#) you need to be aware that 27 January 2012 will be a Friday. If you are holding your activity on this day and either a Holocaust survivor or your Jewish community is attending, be aware of [Shabbat](#) as they will need to be home before dark on a Friday. Also think about when most people will be able to attend – evenings and weekends are better for those in work.

### **Weather**

Needless to say, it will be cold in January when HMD takes place. Make sure you have a contingency plan and the contact details of your attendees so that you can let them know in the event of having to cancel your event due to bad weather. Many HMD activities do take place outside, so if yours does, make sure you tell your audience to wrap up warm.

## Timings

Be aware of how long you can keep the attention of your audience for. Most experts say that the average attention span is 10 – 20 minutes for adults, so keep your event varied and, where appropriate, interactive. Keep speeches concise and to the point, and make sure your participants are clear on how long they have to speak – and make them stick to it. If you have access to volunteers, you could ask one to stand at the back of the room facing the speaker and hold up a sheet of paper to inform the speaker that they need to finish. If you are fortunate enough to have a survivor speak at your event, make sure they are aware of your time constraints at the outset as some may not be able to tell their story within your time frame.

## Your participants

If you have primary age students involved in your programme, it may not be appropriate to have them present in the room whilst the rest of your activity is taking place – but if they are, ensure that there is something to keep them interested.

If a survivor is speaking at your event, make sure they are fully briefed on how long they have to speak and whether a screen will be available for presentations if you or they are showing any images. Make sure they are comfortable with any images you show. You can read our guidance on [suitable images](#) to use at your activity.

For unavoidable reasons, survivors may have to cancel attendance at your activity. If this happens at the last minute, consider showing [the HMD film](#) (you don't need a license to do so) or [play a podcast](#).

## Security

During the six years we have run HMD we have only heard of two protests taking place at HMD activities. Although it is a very rare occurrence, it is best to be prepared. If your activity will be open to the general public, do let your [local police service](#) know about it, they may be able to supply specific information for your local community.

If it is possible, ask attendees to register in advance. That way, you know who is coming and you can contact them afterwards to participate in your [evaluation](#).

If an individual or group protests at your event, do not allow their protest to become the focus of your activity. Everyone in the UK has a right to peaceful protest and this right must be respected. However, if the protester is disrupting your activity ask them politely to retake their seat as a mark of respect for HMD and offer to discuss their issues with them at a later date. If they refuse, ask them politely to leave and if they will not, alert your venue security or appropriate contact and have them removed from the premises.

## Refreshments

You may wish to offer refreshments at your HMD activity. This can offer an opportunity for your participants and audience to meet informally to share what they have experienced during your event. If you choose to do this, it's important to remember that people will have different dietary requirements based on their beliefs. You may wish to offer Kosher or Halal menus, although offering a vegetarian menu is a suitable alternative for many. If you are offering alcoholic drinks, ensure that soft drinks are also available.

Sharing food and drink from different cultures can help to foster an element of understanding between religions and cultures. You could invite people to bring along traditional dishes from their culture to share at the event. As the act of genocide is an attempt to destroy cultures as well as murdering individuals, by sharing in this way you can make a powerful statement about protecting and celebrating cultures. Survivors of the [Holocaust, Nazi Persecution](#) and subsequent genocides often speak of the hunger and starvation they have faced. You may wish to signify this by including an empty plate amongst the refreshments on offer.

### your next steps

- >> [once you have completed your planning, move on to thinking about the content of your programme](#)
- >> [decide whether you would like to appoint a steering group](#)
- >> [think about your health and safety requirements](#)

## Budgets and funding

We know that budgets are extremely tight for everyone at the moment, but cost should not deter you from holding a HMD activity in your community. When the economic climate is difficult it's more important than ever to ensure that communities and neighbourhoods are brought together to celebrate their shared goals for a safer future. Many HMD activity organisers have delivered innovative and meaningful events on little to no budget.

If you are fortunate enough to have a small budget for HMD, do make sure that you use this wisely and transparently. For those in town halls or within local authorities, transparency is vital. On your web page about your activity, outline your costs for the event following your [evaluation](#). This could be particularly advantageous if you deliver your activity at no cost, as you are showing real value.

Remember that all of our resources are **free of charge** and these can be delivered to you anywhere within the UK. You can [order the Campaign Pack](#) which will be delivered to you within 5-7 working days.

If you do need to fundraise for your event, read our fundraising ideas and consider those who can assist you in other ways. For example, asking a local theatre to loan you venues or equipment can greatly reduce the cost of your activity.

Please note that HMDT cannot provide funding for your HMD activity, however, we're happy for you to use content from our website for any funding bids you place.

## **Funding ideas**

Whilst we are unable to provide funding for your activity, we do have some ideas about extending the scope of your activity to include pooling resources and skills to keep the costs of your event low.

- think about your venue. Do you hire this? By joining with a school or faith group in your community, you will not only promote collaborative working but may be able to use their space for your event
- work with your local drama or arts centres – many will already be equipped with PA systems and rehearsal areas
- make sure [your local authority](#) knows about your event. They may be planning to hold an event too and have ideas for ways in which you can partner with them
- encourage your local media outlets to work with you on your steering or planning group. This will assist you in [publicising your event](#)
- carry out your marketing and publicity online. Set up a [facebook group](#), tell your networks through [twitter](#) and send emails to your invitees
- speak to local businesses about sponsorship or assistance in running your event

The Big Lottery Fund's [awards for all](#) programme will consider applications for HMD events under their *Stronger Communities* work.

## **your next steps**

>> [find content about the purpose of HMD](#)

>> [take inspiration from previous HMD activities](#)

>> [find out about the free workshops we run for activity organisers](#)

## Health and Safety / Risk Assessment

When organising your activity you should be aware that to run an event successfully and safely, you must comply with certain legislation. You should also remember that at all times you are responsible for all aspects of the activity.

### Where to begin

- seek advice from a relevant authority or agency such as your local authority or via the [Health and Safety Executive](#)
- complete a risk assessment and identify any measures which will maintain the expectations of you as organisers to the safety of your audience. For some events substantial resources may be necessary to fulfil traffic regulations, fire safety, medical cover and the maintenance of public orders

### What do you need to do?

- anticipate the risks involved in your activity
- identify any hazards
- identify those potentially at risk
- do all you can to minimise any potential risks
- complete and regularly update a [risk assessment form](#)
- evaluate each risk

### your next steps

>> [keep health and safety considerations to mind throughout your planning](#)

>> [think about other actions you must take during your planning](#)

>> [make sure you evaluate your risk assessment after your activity](#)

## Steering Group and Advice

As part of your [planning for HMD](#) you may find it useful to establish a steering group or committee. HMD activity organisers have often found that having a group of enthusiastic members of your local community has a positive impact on their activity. It can help broaden the diversity of your [audience](#) and shape the [content](#) of your activity.

If you decide to set up a steering group, we have some tips which our activity organisers have shared with us to make your job easier.

- **membership** – who is on your steering group? Think about what you need them to bring to the table. It may be that you wish to invite representatives from the diverse strands of your community or that you need specific skills such as marketing or stage management. Ensure you review the membership of your committee after each HMD – new members will bring fresh ideas and approaches to make your activity a success. [You can download a draft invitation for steering group members.](#)
- **manage expectations** – tell potential steering group members what will be expected of them, including meetings, potential media work or helping out at your HMD activity. Be very clear in estimating the time which will be required from your committee members
- **know your message** – ensure that all members of your steering group know the aims of your activity so that they feel able to raise awareness of HMD in your neighbourhood. Make sure that members of the steering group are signed up to the [HMDT newsletter](#) to receive information about new **free** resources and workshops
- **leadership** – think about whether you wish to appoint a chair of your steering group. If you are leading on a HMD activity for your organisation, you may find it helpful to appoint someone to lead the group as you may find their support and advice useful
- **speak up** – if you need support and advice on specific areas of HMD, ask your steering group to help – it's what they are there for!

Do remember to thank members of your steering group after your HMD activity and request their feedback in your [evaluation](#) after your activity.

## your next steps

- >> [make sure your steering group members are signed up for the HMDT newsletter](#)
- >> [use our publicity tips to advertise for steering group members](#)
- >> [start planning your HMD programme](#)

## Content

The content of your activity is crucial as it is what your audience will remember. By creating content that works, [your audience](#) will understand why Holocaust Memorial Day is important to them.

When we say content, we mean the programme of your activity; from the [images and artwork on display](#) during the activity, to the [speakers](#) and [films](#) you use, and even the handout materials given away. At HMDT, we believe there is no right or wrong activity – only you know what will suit your audience.

## Thinking of your audience

HMD covers a broad range of issues which may seem at first glance to have little to do with your audience. However, by selecting your content wisely, you can build a link between the experience of those affected by genocide and members of your audience. This link will help to increase the impact of your activity. We have some suggestions on how you can do this:

>> if you are presenting to a number of civil servants the story of [Denise Affonço](#) may be particularly resonant. Denise was a civil servant when the Khmer Rouge entered Phnom Penh in 1975, and her targeting during the Cambodian Genocide may prompt particular introspection for those who identify with parts of Denise's life

>> the story of Ben Helfgott, may have particular resonance in sports areas, because of his career as an Olympic weightlifter. Ben features in the [2010 Legacy of Hope film](#)

>> if you are holding a faith-based service on HMD, consider using some of our [liturgical resources](#)

>> working in a library? Why not create a display from our [bibliography](#) and use one of our [book group activities](#) for your reading groups

>> if you're looking to make connections on HMD between the past and contemporary issues such as attitudes towards refugees, you could use our podcast with [Liesel Carter](#). Liesel was four when she arrived in Britain as a refugee from Nazi Germany

>> you could tie in your commemoration of HMD by linking to other events in the equalities calendar. For instance, [LGBT History Month](#) begins in February just after HMD. As part of your HMD activity, you could look towards this event by including content about victims of the Nazi persecution of Gay men, such as [Pierre Seel](#).

## your next steps

>> [think about speakers for your HMD activity](#)

>> [consider using artwork at your activity](#)

>> [keep your audience in mind throughout your planning](#)

## Images and Arts

### Images

At your activity it is essential to provide visual focus for your audience. We provide a number of [posters for free](#). Not only can these posters be used for [publicity](#) purposes, but

placed within your activity location they can also help to provide a central vision for your activity.

Images can help to support key messages of HMD. It's important for your attendees to remember that behind the statistics of genocides, each victim was an individual - somebody's friend, colleague, child or parent. You can find a number of suitable free images to use in our [image library](#). Make sure you read our guidance on using images.

You could create a display or exhibition that your attendees can view before and after your activity. Our [posters](#) and [exhibitions](#) can be printed and displayed.

## Performance Arts

Lots of artwork has been inspired by the Holocaust and subsequent genocides and this can form part of your activity. There are a number of pieces of [music](#) you could include. [Plays](#) have often been used on HMD, and even if you aren't organising a whole play you could choose to include a suitable excerpt to be performed. In the past many organisers have done this in partnership with local drama groups from schools or theatrical societies. You could also consider using [dance and movement](#) working in partnership with local groups.

'As part of Newcastle's citywide programme for HMD 2011, we arranged for a French Choir, The Yid'n Blues Company to perform Ladino and Hebrew songs in Newcastle City Library. The Choir's performance with the atrium was well received by Library users and those who attended were keen to find out more about Holocaust Memorial Day.'

James Milne – activity organiser for Newcastle City Council

## Handout Materials

Give your audience an opportunity to reflect on the message of your activity with our free handout booklets which you can order by [contacting us](#).

### your next steps

- >> [think about booking a speaker](#)
- >> [take inspiration from other activities](#)
- >> [read through our practical tips for your activity](#)

## Speakers

There is a huge variety of people who can speak at your HMD activity. Whether they are a young person who has recently learnt the values of inclusion and diversity or a witness to events during the Holocaust, anybody has the potential to speak at your activity. HMD activity organisers have shared their tips for working with speakers with us.

- some people use multiple speakers – this can give variety to your activity. You could involve speakers from different communities, age, background or beliefs. For instance, you could ask different members of your community to read out [survivor stories](#) or [poems](#). If appropriate you could choose to use [liturgical content](#) suitable for HMD or some of our specially selected extracts for [HMD activities](#). Many people will be delighted to be offered such a speaking opportunity, and inviting speakers to take part can save you from having to spend money on professional speakers, and increase your audience. Keep quality at the forefront of your speaker's mind as they are sharing important messages with your audience. If possible, see them speak in advance and if you can, have a rehearsal of your activity so everyone knows where they need to be.
- using a host or compere can assist in pulling your programme together, particularly if you have multiple parts to your event

You can create your own speeches to make or pass to your community leaders. If you are doing so, the key points to think about and include are:

- think about why HMD is relevant to your community, whether racism and discrimination have affected your communities or whether you wish to celebrate a positive climate of integration, and why this is important
- find general information about [Holocaust Memorial Day](#) on our website to help you to introduce your activity. Our [Statement of Commitment](#) can also inform your content and is available in 13 languages. We have also created a **Speak Up, Speak Out** selection of [quotations](#) which you may find appropriate to use.

## Survivor speakers

You could consider arranging for a survivor of the Holocaust or subsequent genocides speak at your event. Whilst we do not supply speakers, we do have a [list of organisations](#) who can. Book early and be aware survivors are in great demand on or around HMD. If you are unable to secure a survivor speaker, consider playing a [podcast](#) or [showing a film](#). You can use all HMDT resources without permission, but you must seek authority to show other films or play music. Contact [PPL](#) for music questions and [filmbank](#) for films.

## your next steps

>> [take inspiration from previous HMD activities](#)

>> [find a podcast of a survivor speaking](#)

>> [make sure you include the attendance of speakers in your risk assessment](#)

## Examples

Organising an activity can take up time you may not have. To assist you in generating ideas, you can take inspiration from previous HMD activities, or download our suggestions for your programme.

From the Shetland Islands to Jersey, Falmouth to Morpeth, Lowestoft to Aberystwyth to Enniskillen and every where inbetween, HMD activities have taken place in libraries, primary schools, cinemas, town halls, shopping centres, places of worship, shops and universities. No venue or location is out of bounds; you only need space for your audience.

- in Chester for HMD 2011, the cathedral worked with local schools to design and produce a HMD banner for display
- at Newcastle City Library, a choir sang in Hebrew and Ladino, whilst libraries across Bradford featured displays of relevant books for HMD and poems written by local children
- in Belfast, the Ulster Museum presented a screening of [Life is Beautiful](#)
- at the University of Essex, an orchestra performed musical interpretations of [This Way for the Gas, Ladies and Gentlemen](#)
- for HMD 2010, a programme of 39 events including creative workshops, radio content, film showings, discussions and creative performances took place across Calderdale
- in Neath Port Talbot, schools and young people across the Borough gathered at a theatre to remember victims of the Holocaust and other genocides through music, poetry and dance

>> you can watch the organisers talk about these events in our [film](#)

- in 2009, a multi-faith Holocaust Memorial Day service was held in the chapel of Heathrow Airport
- in 2008, an exhibition in the Lake District was held highlighting the story of [The Boys](#) who came to the area after the Holocaust
- a school in Swansea hosted the civic event for the city in 2007, and drama classes presented their work around HMD to the mayor and other dignitaries

These are all ideas you can incorporate into your [planning](#) - if you need more help, do contact the team or attend one of our [free workshops](#).

## Ideas for your HMD activity

We don't want to tell you what to do for your activity, as you know what suits your audience best. However, if you're stuck for ideas or short of planning time, the HMDT team have pooled their ideas to make some suggestions for the activities you may like to hold. We've kept specific audiences in mind to help you plan.

[an audience by chance](#) - Use these suggestions for activities which are for the general public.

[an audience through participation](#) - These ideas are designed to get your whole community involved in a varied and engaging programme.

[an audience through expectation](#) - We recognise that some people don't have a choice in whether they attend your HMD activity. These ideas suggest ways to get your message across to them and show the value of HMD.

## your next steps

- >> [tell people about your HMD activity](#)
- >> [watch what has taken place at previous HMD activities](#)
- >> [order your free Campaign Pack](#)

## Publicity

Now that you've [planned your programme](#) and [booked your speakers](#), it's time to tell people about your HMD activity. We've got lots of ideas to help you promote your HMD activity through [social media](#) and in [using our posters](#).

Do make sure you [list your activity](#) on the HMD website; it's used by members of the public looking for events to go to on HMD, the media for finding events in their area and other activity organisers looking to partner with you.

## your next steps

- >> [list your activity on the HMD website](#)
- >> [read our tips on increasing attendance](#)
- >> [make sure you follow us on twitter](#)

## Increasing Attendance

These are suggestions of practical ways to let as many people as possible know about your HMD activity.

- list your activity on the [HMD activity finder](#). Try to include as much information in your listing – including start times and if attendees need to pre-register. Don't worry if you make a mistake – just call the HMDT team on **0845 838 1883**
- add your activity to your [localpeople](#) site – these don't exist everywhere, but there may be one near you
- most [local newspapers](#) will publish your activity either in their newspaper or their website
- [Twitter](#) – maybe you're already a local group with followers. Tell them about the progress of your event and ask them to tell their followers
- if you are using twitter to publicise your activity, do use the hashtag #HMD2012 to assist us in producing a truly national HMD 2012
- [Facebook](#) – use groups or events to invite people to your activity. Leave it open so that your guests can invite others
- contact the following: faith groups, community groups, human rights groups (such as [Amnesty](#)) and ask them to let their members know about your activity

## Other things to think about

HMD activities should be open to all members of your community.

- if you are in a **rural area**, you may need to think about how your guests will make their way to your venue – do you need to let them know about public transport?
- **consider diversity** within your community and include materials in a different language. There are likely to be people in your community who could translate the poster, which could be a great way of making a first contact within these groups
- you could invite dignitaries to participate in your activity. Contact your council to see if councillors or your mayor or local MP can attend – do be aware that they might be very busy around this time of year. You can download a template letter to send to your local councillors and your MP.

[Download Councillor letter](#)

[Download MP letter](#)

## your next steps

>> [list your HMD activity on our website](#)

>> [consider using a local dignitary as one of your speakers](#)

## Working with the media

There are some simple ways to make sure you make life as easy as possible for your local newspaper, radio or TV station to cover your HMD activity.

We provide press releases which you can insert information about your activity into. We have also included a short article which a local newspaper or magazine would be able to use.

- make sure you send the press release as a word document – do not save it to PDF, so the journalist can use your words
- make sure you include the finished press release in the body of the email
- know the deadlines your media contact is working to

We have created key messages for HMD 2012, as the press will often look to identify these so that they can set out the information for their readers.

### Things to think about

- identify a spokesperson to speak to the press, who can relay these messages. This should be someone who is comfortable speaking to the press
- if you have a survivor who you would like to speak for you, please get their permission first
- it may not be appropriate for a media crew to be present through your activity, think about this during your [planning](#)
- consider inviting a member of your local newspaper or media outlets to join your [steering group](#)

If you are contacting your local media after your activity, they will like it if you have images or footage of the event for them to use, so have your own photographer in attendance even if there is a press photographer.

You can also [share your images](#) on our website so others can take inspiration from your activity.

### your next steps

- >> [make final arrangements for your activity](#)
- >> [start thinking about your evaluation](#)
- >> [think about the legacy of your activity and HMD 2013](#)

## Evaluation

It's becoming more important than ever to be transparent in the work that is carried out by organisations. Particularly where public money is spent it's essential to show the value that your HMD activity delivers. Conducting evaluations and assessments is a valuable way to base your reports on real opinions and statistics. Evaluations do not need to be time-consuming and we have a number of suggestions of ways in which you can carry these out.

### Where to begin

Don't begin to look back at your project until the activity is over and you've had a chance to recuperate. Remember to give everyone involved time to reflect but don't leave it so long that people forget the small things that can make your activity run smoother next time. A good time to begin your evaluation is within two weeks of your activity.

### What do you want to find out?

- what did you want to achieve with your activity originally?
- did you meet/achieve those goals? What worked?
- look at the strengths of your activity?
- what could you do differently next time? What could you learn from this to take it forward? Build on this?
- what were the nagging things that held you back?
- what does everyone else think?

### What kind of information do you want back?

Do you want a qualitative or quantitative response or a mixture of the two? We prefer a mixture of the two with an emphasis on numbers. This really helps justify your hard work and helps you to build on your successes.

eg We had over 300 attendees and 80% were pleased with the event. 'I found the event extremely moving and attending has given me the confidence to make a difference in my neighbourhood today'.

You've worked extremely hard to put on your activity and sometimes it's difficult to hear other people's comments, complaints and, even positive feedback at times. When doing so:

- **keep an open mind** at all times
- **think of the broader reasons** for the evaluation
- remember your original aims for the activity and the target audience

- remind yourselves of the values of treating others with respect, dignity and avoiding discrimination. Behave in the evaluation meeting in a way that is consistent with these beliefs
- maintain healthy disagreement but be sensitive to the impact that disagreement has on others
- bring solutions with problems
- keep communication open and transparent at all times

You may not have time to meet with people but you do want to hear feedback. A great way to get that information is to do an online survey. There's no need to spend a fortune or create anything too ostentatious. We recommend [SurveyMonkey](#) and the basic package is free. You could create your own survey in a word document and ask people to complete it. We've found that it's better to ask questions after an activity has taken place as it allows people time to reflect and adds no pressure producing open and honest feedback. It may be worth considering whether you would like questionnaires to be completed anonymously, as this can assist in receiving more honest answers. We've provided some [sample evaluation questions](#) that may help you.

### **Don't forget**

Remember to say a big thank you! There is nothing more rewarding than thanking people for attending and or volunteering. Also, share the results of your evaluation. If your event was a success and you know what has taken place – tell people! eg 'you were 1 of 176 people who came together to **Speak Up, Speak Out** and over 75 candles were lit'. Share any press coverage from your activity and consider including a special thank you from a survivor that attended. There may be some parts of your evaluation that you don't want to share and simply retain for internal use.

### **Next steps**

It's never too early to begin planning. It may be February 2012 but you have lots of enthusiasm and key learning for your next HMD. Put some key deadlines in your diary to start the planning for next year and remember to look back at your evaluation regularly and include the results in your planning.

### **your next steps**

>> [upload your activity images to the HMD gallery](#)

>> [start thinking about next year's HMD](#)

## Next Year

It's never too early to start thinking about next year's HMD activity. You've carried out your [evaluation](#) and you've let your participants know the results. You can now use these

findings as a starter for next year, take them to your first [steering group](#) meeting of the year or look through our [resources](#) to see how you could expand your activity for HMD 2013. If anyone has come to you and asked to be involved for next year, ask them to [sign up to our newsletter](#) so they can be kept up to date as well.

We'll be announcing our theme for HMD 2013 in the early spring of 2012 and those who are subscribed to the newsletter will be the first people to find out what it is.

Finally – don't forget to say thank you to any local dignitaries who attended. Let them know the outcomes of your [evaluation](#) and how many people attended and any pledges that were made as this will help them feel involved for HMD 2013.

Thank you for holding an activity for HMD 2012. Do let us [know how it goes!](#)