

How to run an event to fight malnutrition

Many of you have written your own letters to MPs and the Government about nutrition over recent years – sometimes several times! Now, we’re coming up to an important moment, when we need to see commitments to nutrition made ahead of the Nutrition for Growth (N4G) summit. For a final push in our nutrition advocacy this year, we’re aiming to send as many letters as possible, including [our e-action letters](#), to recently appointed Foreign Secretary, Liz Truss.

Group events are an important activity in an advocate’s toolkit. They are a way to create a buzz around taking action, invite others to take action and raise awareness of an issue, as well as being an opportunity to connect with decision-makers, the public, potential new members and each other!

10 steps to organising your event

1. **Before starting to plan...** Everyone in your group will have different levels of knowledge on RESULTS’ campaigning on nutrition. Get up to speed on the nutrition campaign, and give each other plenty of chances to ask questions. Make sure that all group members have a chance to be involved in the planning and organising and be mindful that everyone will have different levels of experience in organising events.
2. **How will you decide?** Take a look at the action materials to familiarise yourself with the campaign and proposed action ideas, and decide as a group what you want to do. If you’re not meeting in person, consider using an online interactive tool, like those on [PollEverywhere](#) to share and agree ideas.
3. **Who will you invite?** Think about who you will invite (for example, friends, family, colleagues, a local journalist, your local MPs) and plan the event with your audience in mind.
4. **When will you hold the event?** There are 6 weeks until the UK’s deadline for registering commitments ahead of the Nutrition for Growth Summit (7 December). If you can, please run an event before the end of November. Consider when your intended audience will be available. For example, MPs are usually back in their constituencies on Friday and at the weekend but you can contact their office to check. Cross-reference with the RESULTS calendar on the last page.
5. **Will you hold the event online or in person?** There are pros and cons to both type of events. For example online events can have a wider reach but require more confidence with technology. If you decide to run an in-person event, make sure that you follow local COVID-19 guidance and be cautious with your planning. Consider that not everyone will be comfortable attending an in-person event, and that in-person events may be subject to last minute changes.

6. **What sort of event do you want to hold?** With the above in mind, there are many different kinds of events you could hold, but try to keep it simple. Here are some examples that could be adapted, or combined with other ideas.
- Example 1: **An advocacy evening.** You have friends, families, colleagues and other contacts who might be interested in hearing more about nutrition, and could be persuaded to take action! Hold an advocacy evening where you give an introduction to RESULTS, advocacy, and the importance of tackling malnutrition, before taking action together. [See a suggested agenda here.](#)
 - Example 2: **A street stall.** Is there a local venue, market or village hall that you can easily book for a stall? Running a street stall is an opportunity to engage the public about nutrition and the importance of taking action. You can ask passers-by to send the e-action to Liz Truss.
 - Example 3: **An event with speakers.** If you have someone in mind who would be a good speaker on the topic of nutrition, run an event with speakers. Alternatively, you could play clips of previous conference calls and other videos, such as the [May grassroots conference call](#) or [September grassroots conference call](#). After hearing from some speakers, have a discussion and take action at the end.

Whatever your event, make sure you include these elements:

- Introduce yourselves, your group and RESULTS UK
 - Explain the nutrition campaign and the importance (and urgency) of the campaign
 - Focus on taking action in the event and make sure letters are sent before the end of November.
7. **How will you advertise the event and who will you advertise it to?** Promote your event to as diverse a range of people as possible, especially people who are likely to be interested in nutrition. Make sure that your advertising says clearly what to expect, keeping it short and snappy.
8. **Will there be a cost to your event?** RESULTS groups can be reimbursed for some advocacy related activities, for example venue hire or printing flyers. Please check the cost and process with Naveed first on naveed.chaudhri@results.org.uk.
9. **Take photos** of your event and share them with the Campaigns Team and the network – we'd love to see what you got up to! It is also good to be able to amplify your event on social media and in local media.
10. **Enjoy it!** Organising and running an event is hard work but it should also be a fun experience.

November-December RESULTS date for your diary

NOVEMBER 2021

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER 2021

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Print Free Calendar Template from Mondaystartcalendar.com

Tuesday 2 November, 8-9 pm – RESULTS UK grassroots conference call and event training

Join us for the usual round up and comments from RESULTS UK staff followed by a brief presentation and training on planning and running events with Sophie and Tahira, Field Organisers in the Campaign to Defend UK aid and Development.

Monday 8 November, time and details TBC Youth Leaders for Nutrition and RESULTS UK Grassroots network

A conversation between Youth Leaders for Nutrition and RESULTS advocates to learn from each and share experiences. Find out more about the Youth Leaders [here](#).

Tuesday 7 December, 8-9 pm – RESULTS UK grassroots conference call

Join us for the final grassroots conference call of 2021, when we will reflect on the year so far and hear about priorities for issues in 2022.