



RTCNYC Tool 8.1

Checklist for Organizing Town Hall Outreach and Logistics

Holding town halls throughout New York City was critical in spreading the word about Right to Counsel, building our base and building momentum in our campaign. This planning tool includes an outreach timeline for town halls as well as logistical considerations like food, childcare, interpretation and space set-up.

Outreach Plan

Timeline:

2 weeks before your town hall:

- Outreach to other organizations that have a membership base and/or clients. Ask for support with turnout. Do a mini-briefing with them so they understand the importance and will refer folks to you in the future.
- Do an email blast and/or send a mailing.
- Flyer buildings and do info sessions at tenant associations; ensure tenant leaders have the flyers, or other materials for the town hall.
- Create a phone banking list and script. To get 200 folks in the room you will likely need to call about 600 people, across your different organizations.
- Drop flyers at different locations, including schools, senior centers, libraries, elected officials offices, etc., some of the locations below.
- Email community boards and ask them to circulate it.

1 week before the town hall:

- Confirm turnout from different organizations and institutions.
- Begin phone banking! Complete one round of calls on your list.
- Finalize your press advisory.

Week of the town hall:

- Do a second round of calls to everyone who said yes, maybe or didn't answer (everyone except the no's basically).
- Send out your press advisory 2 days before the town hall and the morning of.

Places to do Outreach to/Build relationships with:

- Libraries
- Law schools
- Local businesses
- Elected official offices
- Day cares
- Art community
- Shelters



- Laundromats/barber shops
- ESL classes
- Community college/universities
- Sporting events

Activities for Outreach:

- Cold outreach in distressed buildings
- Community centers (do presentations)
- Present at Community boards
- Flyer at the courthouse
- Neighborhood mapping/assessments
- Media outreach (radio, papers, etc.)
- Tabling at community events

Food For the Town Halls:

Determine what budget your coalition can allocate towards food per town hall. Encourage coalition member organizations to pay for food without using your general expense fund if possible. Designate a point person to handle any invoicing for food reimbursements.

Childcare for the Town Halls:

Designate point people to book child care. Determine what budget your coalition can allocate toward child care if needed.

Interpretation Instructions:

The following instructions are helpful when working with an interpreter:

1. Once your event is confirmed and you have your agenda finalized, **please send the agenda to the interpreter as soon as you have it**, so they can review the materials ahead of time.
2. To prep for interpretation, please:
 - a. Make sure you have a point person at the event that can work with the interpreter in case they need materials, a bathroom break, a break, water, etc.
 - b. Please bring any and all materials for the interpreter in both languages.
 - c. Make sure you have enough equipment and extra batteries! Both for the transmitter and the receivers.
 - d. Please try to make the facilitation bilingual--that will help create an atmosphere of language justice. Interpreters can switch back and forth! Meaning, you can have someone facilitate one part of the meeting in English, and another part of the meeting in Spanish. Just indicate that on the agenda so that the interpreter knows.
3. **If you don't have your own interpretation equipment for an event**, look into resources in your network who might be able to provide equipment. You can also look into renting equipment from organizations that do interpretation.



Materials for the Town Hall:

1. On your facilitation guide, include all the materials that people will need for the town halls.
2. Designate a point person for any questions or requests related to materials.

Thanks to make sure the space has:

- Sound system
- Internet
- A projector system for you to show a movie if you want to.
- Chairs and tables, ideally chairs you can set up how you want to.
- Flexibility on closing time, so you can mingle.
- Ability to have food.
- Accessibility for folks with walkers and wheelchairs.
- Free! If your coalition has a budget for space rental that should be communicated, but securing free space is a likely priority.

Sign in Sheets:

- If you are co-hosting, establish clarity with your partners about how you will share the sign in sheets or not.
- Make sure the sign in sheet keeps track of interpretation equipment.
- Capture email addresses!

Roles for Town Halls	Point Person	Organization	Cell phone number
Registration			
Set Up			
Interpretation Point Person			
Pictures and Social Media, all night!			
Press Point Person			
Clean Up			
Food			
Childcare			
Group Facilitation			