



Service Year Alliance

Building the Movement: 100 Movement Meet-ups



At Service Year Alliance, we know that movements don't just spontaneously happen. They are led-- purposefully. They start in living rooms and libraries, in classrooms and coffee shops, when passionate people, moved by the power of their experience, bring others together to transform the world.

What is a Movement Meetup?

A Movement Meet-up is an intentional but informal gathering meant to persuade, organize, motivate and activate volunteers and supporters. It's an excellent opportunity to build community, introduce the service year movement, recruit leaders to the cause, and-- of course-- have fun. Movement Meet-ups can be held anywhere (library, coffee shop, office meeting room, retreat centers, etc.) but they are particularly effective when held in people's homes to promote community.

Goals

- Bring a diverse group of people together to learn about the service year movement and our strategic objectives
- Generate excitement and build relationships
- Identify the skills, talents and passions each person brings to the table. How can they use those to help build the movement?
- Inspire participants to take action and set clear next steps to achieve success



How to Organize a Movement Meet-up

Step 1. Plan and Setup

- Set goals: How many people do you want to attend? Multiple that number by four because that's how many RSVPs you need to reach your goal. What do you want people to get out of the Movement Meet-up?
- Make a Guest List: Tap into your social network. Include friends, colleagues, family, community leaders, members of organizations you belong to like your place of worship.
- Set a Date, Time and Venue: To maximize attendance, it is suggested you hold it after 6pm on weekdays or late afternoon on weekends. When looking at venues, make sure to consider the volume of a venue in a public space. Certain bars and coffee shops might be too loud to be conducive to conversation. Also, make sure there aren't competing events if you choose to hold it somewhere public (i.e. trivia night at a bar, open mic night at a coffee shop, etc.).
- Register your Meet-up at about.serviceyear.org/calendar.

Step 2. Recruit

- Make the invite personal: call and email people on your invite list directly
- Work with your Regional Field Director to invite any other volunteers and supporters in the area
- Identify key partner organizations, service programs, alumni groups, or others who may help promote the house party
- Create flyers and promote throughout the community
- Share the event on social media

Step 3. Logistics

- Plan on light refreshments (food and drink). Are you providing everything? Are you making it a potluck?
- Make sure there are clear directions to the location (provide clarity on parking and public transportation, along with your mobile number)
- Download and print out relative materials and handouts like [sign-up sheets](#) and [one-pagers](#).
- Make follow-up calls a day or two before to confirm attendees
- Work with your Regional Field Director to finalize your agenda (see sample on the next page)
- Conduct a dry run the day before to ensure all tech and materials are prepared

Step 4. Host Your Service Year Movement Meet-up

- Set goals: How many people do you want to attend? Multiple that number by four because that's how many RSVPs you need to reach your goal. What do you want people to get out of the Movement Meet-up?
- Make a Guest List: Tap into your social network. Include friends, colleagues, family, community leaders, members of organizations you belong to like your place of worship.
- Set a Date, Time and Venue: To maximize attendance, it is suggested you hold it after 6pm on weekdays or late afternoon on weekends. When looking at venues, make sure to consider the volume of a venue in a public space. Certain bars and coffee shops might be too loud to be conducive to conversation. Also, make sure there aren't competing events if you choose to hold it somewhere public (i.e. trivia night at a bar, open mic night at a coffee shop, etc.).
- Register your Meet-up at about.serviceyear.org/calendar.

Pro Organizing Tip: The best time to host a house party is in the evening during the week or in the afternoon on weekends.

Sample Agenda:

0:00 Welcome and Thanks | (to any co-hosts or volunteers that helped make the Movement Meet-up happen). Pass around sign-up sheets to capture everyone's info.

0:05 Your Story | What made you decide to get involved in the service year movement? What do you care about service? Where do you come from, and what led you to this point to take action? Why should supporters get/ stay engaged? Why are you hosting this Movement Meet-up?

0:10 Introductions | Encourage everyone to introduce themselves and-- depending on the size of your meeting-- ask them what inspired them to come to the meeting.

0:20 Introducing Service Year Alliance | Make the case for the service year movement.

0:25 Video Clip/ Creative Content | Watch a clip of a service year alum, a PSA, or another piece of compelling creative content. See intro to Service Year Alliance video and profile videos of Germain Castellanos and Melanie Moon.

0:30 Group Discussion: Taking Action | Why is expanding opportunities for young people to serve so important? How can we raise the profile of service years in our community? What are specific actions we can take? Ask the attendees to commit to taking a specific action like attending a storytelling training or hosting a Movement Meet-up of their own.

1:00 Thank you! | Thank everyone for coming. Make sure you capture everyone's information and commitments regarding next steps.

Step 5: After the Movement Meet-up

- Schedule a call with your Regional Field Director to report results and discuss next steps
- Share photos from the event on social media
- Enter data: if attendees signed up by hand, type of the sign-up sheet in excel and send to your Regional Field Director
- Follow-up: Send personal thank you notes to all of your attendees and follow-up to encourage them to stay involved.