

The logo for APRIL (Association for Physical Recreation in Israel) features the word "APRIL" in a bold, white, sans-serif font. The letter "P" is stylized, with a white silhouette of a person in motion, possibly a runner or a person performing a physical activity, integrated into its structure. The entire logo is enclosed within a white double-lined circular border.

APRIL®

**International Day of Sport For
Development and Peace**

Event Planning Guide



INTERNATIONAL DAY OF SPORT FOR DEVELOPMENT AND PEACE

Event Planning Guide

For Individuals, Associations, Athletes, Youth centers, Sport clubs, International Olympic Committee, Government Bodies, Businesses, International Sports Federations, Foundations, Medias, National Olympic Committees, NGO, International Organizations, Universities, and others that want to be part of the peace through sport movement.

In this April 6 Event Planning Guide, you will find a range of useful links and resources to help you plan and promote your event like posters, banners or icons.

What is in this guide ?

Learning about April 6	3
Event ideas	4
Event tips	5
Event planning checklist	6-7
Communication tools	8-9
Posts	10
Tips for engaging with media	11
Template invitation letter	12

Learning about

What is the International Day of Sport Development and Peace?

April 6 was declared the **International Day of Sport for Development and Peace (IDSDP)** by the United Nations General Assembly in 2013 with the support of the International Olympic Committee, and has been celebrated each year ever since 2014.

Why do we celebrate this day?

This day provides an annual opportunity to celebrate **the power of sport** to drive social change, community development, to encourage equity and inclusion and to foster peace and understanding between individuals, communities and nations.

How can you be part of this day ?

1) Getting mobilized this day by organizing an event or activity means that you share the vision that sport is a tool that can help in achieving peace. Once you have decided the action you will do, it is important that you register it on www.april6.org

2) You can take a **#Whitecard** photo during your event and post it on social media using the hashtag **#WhiteCard**. The **#WhiteCard** is a worldwide digital campaign created by Peace and Sport. Holding up a **#WhiteCard**, just like a referee, is an action that symbolizes the positive power of sport. In contrast with the red card, which signifies the most serious offense in sport, the **#WhiteCard** is a gesture of inclusion, equity and peace.

EVENT ideas

*Stuck for ideas on what kind of events to run ?
This list will help you get started.*

ARTISTIC EVENT



- Organize a photo exhibition dealing with peace through sport
- Organize a drawing or posters competition
- Organize a sport activity with good music
- Ask local artists to dedicate an art show/develop a piece of art on the theme of peace through sport
- Use the theme «International Day of Sport for Development and Peace» and run a competition (short story, poem, artwork, multimedia production...)

AWARDS



- Acknowledge the achievements of people of the peace through sport movement and those making positive contributions (recognize accomplishments of students or sportspeople; or businesses with good peace and sport initiatives)

AWARENESS IN ACTION



- Mark the day on your sports club, workplace, school, business or organization through internal networks. Put up the posters to celebrate and take a #WhiteCard picture and post it on your social networks using the hashtag #WhiteCard and tag Peace and Sport

MEALS



- Host a breakfast or brunch to mark the day and invite a person linked to the peace through sport world (an athlete, a sports club, an ONG...) to speak and share his/her experience

CONCERT



- Hold a concert to mark the day, it could feature people from the sporting world or you could provide discounts to people coming with a #WhiteCard and posting it on social networks. You can also do that for other activities

DEBATE CONFERENCE



- Watch a movie about inspiring athletes/historical peace through sport leaders
- Write to lawmakers to declare Apriló a national day
- Organize a lecture with local athletes or ex-athletes

GUEST SPEAKER



- Invite a guest speaker to talk about peace through sport or to share their story to inspire others

SELLING



- Try to sell lemonade , hot dogs, clothes... Every dollar can support a local organization helping the peace through sport movement

SPORT GAME



- Hold a match, tournament or game to raise awareness about the positive values of sport
- Collect sport equipment and donate them
- Organize a Sport Simple Workshop and use recycling materials to build sport equipments

EVENT tips

Here are a few tips to get you on your way and make sure this April6 edition will contribute to a positive social change.

1

SET YOUR GOAL

Decide what you want to achieve from your event.



2

ENLIST SOME HELP

Team work makes the dream work. Consider getting help to organize things like inviting speakers, artists or athletes.

3

NAME IT

Think of a catchy name that captures the spirit of your event.



4

LOCATION

Make sure your chosen venue can hold the kind of event you want to organize. You need to anticipate. Do you need a microphone or staging? Do you have a wet weather contingency plan?

5

OFFICIAL INVITATIONS

Consider inviting a member of government to open your event and get involved. Identify local community leaders and personalities. Try to find a business sponsor willing to lend a hand and support.

6

ENTERTAINMENT

Will your event include entertainment? Think about ways to appeal to your audience.



7

MAKE IT OFFICIAL

Register your event at www.april6.org and get connected with other peace through sport organizations. You can find out what else is happening in your local area by checking out our interactive map.

8

PROMOTION

To tell people about your event, you can use social media with the hashtags #WhiteCard and #IDSDP2019

9

USING THE MEDIAS

Contacting media can be helpful to promote your event.



EVENT

planning checklist

Here's a checklist to help you to organize your April6 initiative/event, so that you do not forget anything

Plan your celebration

- Determine the main objective of the event
- Identify the target public and examine the most effective way of transmitting your message
- Develop a detailed program for the preliminary organization, identifying and assigning each task
- Prepare an initial budget
- If necessary, identify all sources of income (sponsors, subsidies, stands, marketing...)
- Fix registration costs and if necessary, a marketing policy (invitations, reduced tariffs...)
- Choose a date for your event
- Decide the place and the format of the event (ask for authorization if necessary)
- Take necessary measures to accommodate people with disabilities
- Envisage a reimbursement method in case of unforeseen circumstances
- Decide whether safety precautions are needed
- Make a site visit, especially if you are not familiar with the meeting place
- Choose the decoration, check the preparations and the provision of seats
- Rent audio-visual equipment and, if necessary, bring in temporary personnel
- Take out insurance for the event (at least for civil liability)
- Find white sheets to do a #WhiteCard

Make it official

- Register your April6 project on www.april6.org and give it visibility

Invite guests

- Send first invitations to potential participants by e-mail, bulletin boards, mail or fax
- Contact all speakers and personalities you want to invite and if necessary the press, to check their availability
- Send a second invite to potential participants with detailed information about the event and, if necessary, the registration process.
- Prepare a final list of participants
- Confirm all reservations and check all details

Engaging the media

- Write a press release if necessary
- Invite the medias to come
- Contact and follow-up with medias

Getting some resources

- Start to prepare printed documents if needed. We advise you to use the communication tools at your disposal in order to give your event an «Apriló» identity.

On the day - setting up

- Secure all electrical equipment, making sure areas are easily accessible without trip hazards
- Reserve appropriate seating for guests including hearing and vision impaired, interpreters, wheelchairs and guide dogs.

On the day - at the location

- Make sure your signage is large enough and written in Plain English (or your language) so it is easy to understand
- Ensure that all your guests are settled and as comfortable as possible
- Make sure you have identified a safe place where attendees with wheelchairs can arrive
- Have people to meet and greet attendees and invited guests

Communication materials

- Use an accessible font for name tags (as large as possible and a good contrasting colour)
- Use contrasting colours if you are using a PowerPoint presentation
- If you are using interpreters, provide them with documents at least one week before the event
- Consider making information available in alternate forms such as large print, audiotape or braille

Post-event organization

- Clean and tidy-up in order to leave good impression
- Close the accounts
- Send a letter to sponsors, speakers, personalities to thank them for taking part
- Ask for feedback from participants by e-mail or via a newsletter
- Make a summary report of your action
- Send your debrief / summary to participants

COMMUNICATION TOOLS

We invite you to download the tools below that you can find on www.april6.org to give even more visibility to the day and to your actions and to help to spread this message of peace through sport across the world.

Logos

If you want to download it, go on :

www.april6.org/en/toolbox/communication-tools.html



Social Media

Follow @peaceandsport on



Use the Hashtags #WhiteCard and #IDSDP2019

Banners

Use our Facebook covers as your own cover before and after 6 April and be part of the initiative! You can download it on :

www.april6.org/en/toolbox/communication-tools.html





POSTS

Social medias can be a great tool to spread the word in your community. We have provided a few suggested posts to get you started

Facebook

#1 : We're holding an event to celebrate 2019 International Day of Sport for Development and Peace ! Join us for a day of fun and conversation (details of the event) #IDSDP2019 #WhiteCard @peaceandsport

#2 : International Day of Sport for Development and Peace is nearly here - only (x) sleeps to go until April6. (Community/organisations) can't wait to celebrate and recognize the wonderful contributions of sport in the process of peace all around the world. Find out more at (registered event web link) #IDSDP2019 #WhiteCard @peaceandsport

#3 : Today marks International Day of Sport for Development and Peace. Join us for (details of the event). It is time to spread the word and gather people around the peace through sport movement. Find out more at (registered event web link) #IDSDP2019 #WhiteCard @peaceandsport

#4 : Thank you to everyone who joined us on (details of the event) to celebrate International Day of Sport for Development and Peace. With your support we are helping to make positive changes (insert event photographs) @peaceandsport

#5 : Sport can bring people together because sport is an universal language. A language that doesn't need words but that has a symbol, the #Whitecard. Join the movement. Raise your #WhiteCard @peaceandsport

Twitter

#1 : We'd love you to join us for (event name) at (location) on April6 to celebrate #IDSDP2019 #WhiteCard. Find out more www.april6.org @peaceandsport

#2 : Join us on {event date} for (event name) as we celebrate #IDSDP2019 #WhiteCard @peaceandsport. Check out (registered event web link)

#3 : April6 will be the 6th edition of the #IDSDP2019. Visit (registered event web link) to find out how you can help us celebrate. #WhiteCard @peaceandsport

#4 : Thank you to everyone who joined us on #IDSDP2019 #WhiteCard to celebrate the achievements of the peace though sport movement. @peaceandsport

#5 : Sport can bring people together because sport is an universal language. A language that doesn't need words but that has a symbol, the #Whitecard. Raise your #WhiteCard @peaceandsport

TIPS

for engaging with media

Medias are a great way to help spread the word of your event or activity.

How to do a press release

QUOTE IT

Include a quote from the spokesperson or head of your organization

KEEP IT CONCISE

Keep the release to one page and use clear language

MAKE IT STAND OUT

Highlight why your event is newsworthy

If you do not host an event, but want to help promote the day, you could also think of a local athlete or a human-interest story to share with local media.

1

PREPARE YOUR PRESS RELEASE

A press release summarizes the key newsworthy points about your event.

3

REACH OUT

It is best to contact journalists two weeks before your event and provide them with a copy of your press release and the interview details of a key spokesperson.

Journalists particularly like images. You could offer photos of previous events or you could explain why this year's event would make a great photo opportunity.

When you call the news desk, introduce yourself and outline the key points that make your event newsworthy.

2

WHO TO CONTACT ?

You can contact local publications and journalists who may be interested in finding out about your event.

WHERE IS YOUR EVENT ?

Local media are most likely to be interested in events held where their publication is distributed.

WHAT TYPE OF EVENT IS IT ?

Journalists often have particular subject matters that they cover.

4

FOLLOW UP

Keep in touch with the medias and confirm their attendance the day before your event.

Don't forget to do a media monitoring in order to track the coverage of your event.

TEMPLATE INVITATION LETTER

<Date>

<Recipient Name>

<Title>

<Company Name>

<Street Address>

<SUBURB> <STATE> <Postcode> + LOGO APRIL6

Dear (Salutation) (Last Name),

I am writing to invite you to attend our event to mark the 6th edition of the International Day of Sport for Development and Peace activated by Peace and Sport.

By gathering together to celebrate this day, we can help raising awareness about sport for social good and contribute to positive change in our society.

We are planning to hold (event name) at (location) on (date). There will be (briefly outline activities, i.e. music, food, entertainment) suitable for (all ages/families).

April6 was officially declared the International Day of Sport for Development and Peace by the United Nations with the support of the International Olympic Committee on 23 August 2013. This day is a great opportunity to celebrate the work carried out by the sport for development and peace movement and to raise public awareness about the positive power of sport for social good.

Please RSVP by (RSVP date). For more details please contact (Name) on (phone number) or via email (contact email address). To find out more about the International Day of Sport for Development and Peace, please visit the dedicated April6 website www.april6.org

I look forward to seeing you during this day.

Kind regards,

(Community representative/Head of organisation)

<Your Name> <Street Address> <SUBURB STATE> <Postcode> <Phone> <Email> <Website>



More information :

If you have any questions or feedback on this April6 Event Planning Guide, please let us know

**E-mail us at contact@peace-sport.org or april6@peace-sport.org
or visit www.april6.org**

