
Tip Sheet: Involving Community Leaders in Events

Inviting Leaders

- Invite leaders to join a campaign committee or planning meetings to assist in determining the theme or objectives, designing messaging and materials, organizing activities and logistics.
- Ensure women leaders and representatives also participate.

Preparation for an Event

- Discuss the goal of the event with leaders.
- Listen to leaders' ideas, priorities, and preferences for contributing.
- Learn from leaders about how to use the event to influence others in the community.
- Match leaders' strengths and interests with their roles.¹⁰
- Clearly define, and write down, leaders' roles and responsibilities to minimize confusion.
- Consider offering training on issues covered during the event to help leaders participate with confidence.
- Discuss how to address controversial or difficult issues that may arise.
- Check on leaders' comfort with public speaking and offer support where desired:
 - Outline talking points ahead of the event. If leaders prepare their own speeches, ask to identify major points together and highlight key messages.
 - If leaders would like to practice, offer for members of the GBV team to serve as a practice audience.
 - Anticipate questions from the audience and help the leader prepare to respond.
- Provide detailed information and directions for the event, so that leaders are comfortable and clear on plans and expectations.

During an Event

- Respect leaders time and keep a strict agenda.
- Be sure to introduce leaders with appropriate titles and in appropriate order.
- Rely on careful planning; remember you can't control others' speeches or all outcomes.

After the Event

- Hold follow-up meetings with leaders after the event to debrief and discuss the strengths, successes, challenges, and lessons.
- Give thanks and recognition¹¹ for traditional leader's efforts. This can be done individually, or through a more formal process, such as recognition of their efforts in the local newspaper, radio program or a public presentation.

¹⁰ Raising Voices. Start. *SASA! Tips Booklet*. In *The SASA ! Activist Kit for Preventing Violence against Women and HIV*, 2008.

¹¹ Raising Voices. Start. *SASA! Tips Booklet*. In *The SASA ! Activist Kit for Preventing Violence against Women and HIV*, 2008.