Hosting an Event

Book Club
Try this as a one-time gathering or elect to read short essays and articles instead of an entire book. If it goes well and you want to make it a regular event, more power to you! We have developed a separate toolkit with a list of suggestions and resources depending on the age group and subject matter you are catering to, so dig in!

Film Screening
As with reading materials, we’ve compiled a list of films and videos we recommend for Kiva U members who want to host a film screening. While not all of these films are directly related to microfinance, each one offers a valuable perspective on poverty, financial inclusion, gender, or economic empowerment. Consider using discussion guides or draft your own. This is also a great opportunity to spread awareness about your cause, club or project to those outside your chapter.

Around-The-World Education Event
A great event for younger student groups, this is an education/awareness focused event. Have individuals create art and/or informational pieces that can be observed gallery-style or showcased in another way. Students can create country profiles based on Kiva Borrowers around the globe or use loan specifics to investigate a certain industry. There are many potential variations with this activity!

Invite a guest speaker
We have a network of Kiva Fellow Alumni, former interns, and staff spread around the globe that you could invite to your events through the Kiva Speakers Program (http://www.kiva.org/about/speaker-request). If there isn’t someone from Kiva available for your event, ask professors and community members at nearby colleges and universities who you think will be interesting and relevant to the topics at hand. Consider bringing in more participants by advertising the event outside your school.
**Talent Show**

We got this idea from a Kiva chapter at Stevenson High School, in Chicago, IL. Stevenson hosted, “The ‘S’ Factor,” and raised money to lend through Kiva with ticket and concession sales. We especially love this idea because they developed their event around the resources and talent they had on campus. If a singing competition isn’t your speed, think instead of something you know is a strength for your campus and turn it into a fundraiser with ticket sales.

**Incorporate Kiva into an existing Auction or Event**

If your goal is to generate loan volume with a fundraiser, consider teaming up with another group that plans on donating their earnings to charity. If your school or university is holding an auction, think about how you could incorporate Kiva U into the event. Think about making a Kiva loan an auction item. Consider hosting your own Kiva U auction, though prior auction experience is recommended (they can be demanding!).

**Make a Regional Event**

Can’t make it to the national Kiva U Summit or want more people from your school or chapter to participate? Reach out to some other Kiva U clubs in your area and try hosting an event closer to home. Invite professors and community members to give talks, or stream the presentations and facilitate group discussions afterwards. Later, be sure to let the rest of the Kiva U network know about it and share the results, photos, and videos with the Kiva U Facebook group and schools@kiva.org.

**Walk for Water**

Students at Santa Barbara Middle School did a Walk for Water as part of their unit learning about poverty and Kiva. Students walked (some of them barefoot!) to a well, and then had to carry all the water that they planned on using for the day, back to their school. This activity may give your group a small sense of what accessing water is like for many people in the world. It lends itself well to discussions around Kiva borrowers, poverty, and water rights. You can read more about it here: goo.gl/A2lBez.

**Go with a Classic!**

Bake sale, lemonade stand, benefit concert, craft fair... the possibilities are endless!
Event Hosting Best Practices

Filling Just Enough Seats: a few tips on getting people to your event.

- Try to advertise in both high-traffic areas (like bulletin boards) and less-used channels, where your ad might stand out better.
- In the event planning world, there is something called the Rule of Halves. While not foolproof, this can be a helpful guideline for you: Assume that ½ of the people you invite to your event will say yes. Of the ½ that say yes, ½ will attend. These numbers may shift if you: 1) ask outside the traditional channels 2) request RSVPs or 3) get people to say yes more than once. Target the number of people you invite accordingly.
- Pick your dates strategically. Consider what times are most convenient for your target audience and when the event will get the most visibility. Try to anticipate and eliminate excuses people may have for not attending.

Don’t Reinvent the Wheel with Each Event. Look for opportunities to team up with other groups, or research what similar groups have done successfully (or unsuccessfully) prior to starting your project, so you can learn from their experience.

Tweet, Hashtag, Like, Pin, Share, Blog! When you have a Kiva-related event, tell the world about it! We want to know about these so we can give you the credit and praise you deserve. Try to highlight how many people attended and how much money you raised in your efforts.

Establish the Basics First: Developing a general plan before you start nailing down the details will help you stay on track as you start to nail down more specific things, like which film to show, who to solicit for in-kind donations, which venue to use, etc.

- What is the purpose of your event? What is the end goal?
  - Raising money to lend through Kiva? Why?
  - Are you doing it to make loans or to sponsor someone’s way to an event like the Kiva U Summit?
  - Are you trying to raise awareness about microfinance or build the membership of your Kiva U chapter?
  - Do you want to give youth a voice on important issues?
- How many people do you hope to engage?
• How will you engage them?
  o In discussion?
  o For donations?
  o Through watching a presentation or film?

• Who will be participating?
  o People already in your club?
  o People from your school?
  o Your wider community?

• If your event is a fundraiser, what is the target goal (excluding upfront costs)?

• How will you reach that goal?
  o Ticket sales?
  o Concessions?
  o Donations?

• How much money are you willing or able to put into the event upfront?

• If it is a fundraiser, how high does your goal need to be to cover your initial costs?

• Is the event dependent on donations to cover event costs? Who will donate?

*Did we leave something off this list? Let us know about it: KivaU@kiva.org!*