



100 In 1 Day

Canada

June 2 • 2018

Intervention Leader Package



In this booklet you will find how to plan and lead your 100In1Day Canada intervention!

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From The Team

Welcome to 100In1Day Canada!

Maybe you have already registered an intervention, maybe you have an early idea, or maybe you are just taking a look around. In any case, welcome – we are excited to see *your* vision for a better city!



100In1Day Canada is all about turning your ideas into reality. It's a movement of residents who want to make a difference in their community and in their city in a big way. It's a movement of residents who are excited about joining their neighbours to drive action for change, building momentum to transform our cities for the better.

And as your organizing team, we are here to support you. We're here to help you bring your idea to life, and to plug you into a network of intervention leaders and city builders across the country. While we can't run your intervention for you, we will do our best to help you succeed. 100In1Day is based on your ideas, your passion, and your vision. Thank you for being part of 100In1Day Canada. We can't wait to see what you have planned for June 2, 2018!



About 100In1Day Canada

Powered by Future Cities Canada, 100In1Day Canada is part of a growing global movement changing how people collaborate and interact with each other, and their cities.

Beginning in Bogota, Colombia back in 2012, 100In1Day has grown into a global movement of civic action and engagement.

100In1Day Canada inspires residents to activate 100+ innovative, thought-provoking ideas into interventions to transform their city all on one day.

On June 2, residents in 12 cities across the country will transform their city through hundreds of urban interventions: actions, events or installations that inspire action and connection in their neighbourhoods.

Interventions can be practical: painting bike lanes, or cleaning up a park. They can be social: a neighbourhood picnic, or a community dance. They can challenge us, aim to serve under-privileged communities, or bring awareness to social issues.

The impact of 100In1Day Canada extends beyond June 2. It inspires people to act and even support policy change, innovation and transformation in their cities by the scaling of temporary actions into longstanding projects.



100In1Day Canada Principles

100In1Day is all about your ideas; however, we ask that you follow these guiding principles when designing your intervention.

100In1Day is a **platform** for action – where citizens, residents, neighbours, communities and organizations (aka: *you!*) are the catalyst for change. 100In1Day invites individuals and organizations to showcase active citizenship, and encourages distributed leadership.

As intervention leaders and participants, you should assume responsibility for the intervention. This includes the personal and public welfare in creating and launching the intervention, and in the care and clean-up of the intervention.

100In1Day interventions should:

- Inspire inclusive actions that respond to community needs and make our city better a better place to live, work and play
- Build and foster community networks
- Be non-partisan and non-commercial
- Have free participation. An intervention is a people-powered act in which no fees or charges are to be collected, nor should an intervention be tied to commercially-driven activities.

How to Plan an Intervention



Leading an Intervention

So, what's involved in running an intervention?

What is an intervention?

An urban intervention is a community-based project, led by an individual, a group of like-minded residents, neighbours, or an organization. These projects, be they whimsical and fun or advocating for social justice and change, are a simple, often low-cost way for people to showcase their ideas for a better city. Interventions respond to the needs of the public – either through the social community, in public spaces or the built environment – with a goal to stimulate community involvement. They aim is to inspire participants and onlookers alike, fostering a strong sense of community and positive change.



Where and when should the intervention take place?



June 2, 2018 is the day we will celebrate our city with 100 (or more!) interventions in cities across the country.

Interventions can happen any time on that day, and they can be anything from 15 minutes to 10 hours long! Just make



sure that you have a team and the resources if you do end up doing the latter.

Why would I create an intervention?

This is your opportunity to share an existing idea or test a new one that has the potential to improve the city and have it profiled as part of 100In1Day Canada.

How do I get started?

Workshops: 100In1Day Canada workshops are a great place to build on an existing idea or to brainstorm a new one. See the list of upcoming workshops at 100In1Day.ca

Resources: Visit 100In1Day.ca for intervention ideas, toolkits and fun ways to get inspired.

Register your idea: Once you have an idea, register it at 100In1Day.ca. Don't worry about perfecting your idea first. The sooner you register the better, and once registered, members of the 100In1Day Canada team can help you work on the details.

Permits

City permits are an onerous process, so we encourage you to keep your intervention as simple as possible. In general, you might need a permit if:



Intervention Leader Package

- you are expecting a very large turnout (over 200 people)
- you are shutting down a street (parade, street festival)
- you are putting up a stage, tent, or other structure in a public park

We expect most interventions will *not* require a permit... but if you are unsure, contact us.

Safety

While activating your intervention please ensure that you are considerate of personal and public welfare, and the environment. Think through each stage of your intervention, from launch to completion, and plan for success – this might mean rallying for additional volunteers or support. But most of all, have fun and enjoy the day!

How to Fund an Intervention



Funding

1. Attend our funding workshop

Evergreen will be leading funding workshops in Hamilton, Vancouver and Toronto. Visit 100In1Day.ca for all workshop dates.

2. Host a local fundraiser

- Get your local media involved
- Talk to community leaders and get a formal endorsement
- Use social media to help spread the word

3. Find local sponsors

- Local business owners can be a great source of support for community events
- Before approaching any business, do your research
- Be clear and transparent on how the funds will be used and how donors will benefit
- Write a formal letter asking for support
- Follow up with all your donors and attendees after your event/project to thank them and give them an update on your project – good relationships are key

4. Start a crowd-funding campaign

5. Apply for a grant



100In1Day does not provide any grants for June 2 or to scale your intervention beyond June 2, but there are agencies that do provide funding for community projects.

Things to check:

- Does your project meet their criteria?
- What do they not fund? i.e. Salaries
- When is the application due?
- What is the turnaround time?

General tips

Know your message.

Can you explain who you are, what you are doing and why someone should support you?

Network:

- Tap into existing networks – who do you already know in your community?
- Spend some of your planning time on recruiting potential donors and volunteers

How to Promote an Intervention





Communications and Promotion

By registering your intervention you will receive an event listing on your local 100In1Day website. This link can be used by Future Cities Canada, Evergreen & your local leading organization to promote the event.

HOWEVER: Interventions are also individually-led and community-based; our overall promotion for 100In1Day should not replace your own promotional effort.

Social Media

Once you have registered your intervention, make sure to share it with your friends and community before and on June 2!

Things to do:

- Join your local 100In1Day, and Evergreen Facebook page
- Follow us on Twitter
- Follow us on Instagram
- Subscribe to Evergreen's newsletter
- Use your local 100In1Day hashtag and #100In1Day

Use your unique intervention link to promote your intervention. Create an event page on Facebook.

Take photos - or have a friend take them for you! After your intervention, please send them to us by email. If you post them online, please add your



local or national hashtag. We want to archive this collective memory, and to show off all of our 100In1Day Canada activities!

Also note that we will have a team of photographers and videographers out on June 2 to help capture your intervention.

Tips:

Sample social media messages about 100In1Day Canada:

Encourage others to join 100In1Day Canada by sharing these sample messages and linking to 100In1Day.ca. Don't forget to tag Evergreen's national account and the 100In1Day account in your city. See the master list at the end of these tips for all the related accounts.

Have questions? Feel free to reach out to Rebecca, Evergreen's content specialist, at rchiu@evergreen.ca

Twitter:

Join us on June 2 for 100In1Day Canada! 13 cities will be working to transform their cities all on one day. #100In1Day

Our actions can transform our city for the better. We'll be doing just that on June 2, when we join @EvergreenCanada, and other organizations and residents across the country for #100In1Day!



100In1Day Canada is back for its biggest year yet! We'll be transforming our city on June 2 and we want you to join us.

Facebook and Instagram:

#100In1Day Canada is part of a global movement changing how we interact with our city. Join us on June 2 as we transform our city for the better through civic action.

We can't wait to be part of 100In1Day Canada's biggest year ever. On June 2, residents from 13 cities across the country will work to transform their communities for the better. Join us!

What would you change about your city? See that transformation take shape by joining us for 100In1Day Canada on June 2.

General promotional tips:

- Connect with your community leaders, Business Improvement Areas, and local businesses to spread the word.
- Recruit friends, family and neighbours to participate in your intervention.
- Contact your local city councillor; let him/her know you're participating in 100In1Day and ask to include your intervention details in their newsletters. Post something in their office. Don't know who your councillor is? Visit your local website.



- Planning an intervention in the park? Contact Park People, invite your local 'Friends of ...' Park group to attend and spread the word. This may also ease any on-the-day surprises.
- Add your intervention details to your local online SNAP calendar. Be sure to add that you want a photographer to attend the event!

Posters and shareables

Use our 100In1Day templates: see if local coffee shops and recreation centres will let you put a poster up.

And, of course, spread the word on social media!

Posters, templates, and other materials are [all available here](#). Please note that we will be updating this file on an ongoing basis as we prepare for 100In1Day Canada.

Evergreen's social media intervention

Evergreen is launching a social media intervention from April 17–June 2 in support of 100In1Day Canada. This intervention is called #CityWishlist.

#CityWishlist encourages people to share the change they wish to see in their city, from more benches in city parks to better biking infrastructure. The idea is that no idea is too big or too small!



Evergreen will be sharing some of the great ideas over on our social accounts. We're asking residents, intervention leaders and organizations to spread the word about 100In1Day Canada by promoting and taking part in this campaign.

Sample messages to promote #CityWishlist:

What transformation do you want to see in your city? Join the national conversation through #CityWishlist

We want more activated space for all residents in our city! It's on our #CityWishlist for #100In1Day this year.

From more bike lanes to more YIMBYs, see your #CityWishlist come to life on June 2 with #100In1Day. What change do you want to see in your city?



Relevant contact information, social accounts and hashtags

Evergreen:

Twitter: [EvergreenCanada](#)

Facebook: [EvergreenCanada](#)

Instagram: [EvergreenCanada](#)

Hashtag: #100In1Day

Toronto:

100In1Day Toronto is led by Evergreen

Twitter: [100In1DayTO](#)

Facebook: [100In1DayTO](#)

Instagram: [100In1DayTO](#)

Hashtag: #100In1DayTO

Email: Nura Mazloom — nmazloom@evergreen.ca

Hamilton:

100In1Day Hamilton is led by Evergreen, specifically the Community Storefront.



Storefront accounts:

Twitter: [294JamesStN](#)

Facebook: [294JamesStN](#)

100In1Day accounts:

Twitter: [100In1DayHam](#)

Facebook: [100In1DayHam](#)

Instagram: [100In1DayHam](#)

Hashtag: #100In1DayHam

Email: Jay Carter — jcarter@evergreen.ca

Ottawa:

100In1Day Ottawa is led by Synapcity

Twitter: [Synapcity](#)

Facebook: [SynapcityOttawa](#)

Instagram: [Synapcity](#)

Hashtag: #100In1DayOttawa

Email: Christine Earnshaw — christine@synapcity.ca



Burlington:

100In1Day Burlington is led by the City of Burlington.

Twitter: [CityBurlington](#)

Facebook: [CityBurlington](#)

Instagram: [CityBurlington](#)

100In1Day accounts:

Twitter: [100In1DayBurlON](#)

Facebook: [100In1DayBurlON](#)

Hashtag: #100In1DayBurlON

Email: Julia Ricottone — ricottone.julia@gmail.com

London:

100In1Day London is led by UnLondon.

Twitter: [UnLondon](#)

Facebook: [UnLondon](#)

Instagram: [unlondon_digital_media](#)

Hashtag: #100In1DayLondon

Email: Heenal Rajani — 1heenal@gmail.com



Peterborough:

100In1Day Peterborough is led by GreenUP.

Twitter: [PtboGreenUP](#)

Facebook: [PtboGreenUP](#)

Instagram: [PtboGreenUP](#)

Hashtag: #100In1DayPtbo

Email: Lindsay Stroud — Lindsay.stroud@greenup.on.ca

Sault Ste. Marie:

100In1Day Sault Ste. Marie is led by Crane Institute for Sustainability.

Twitter: [CRANE_Institute](#)

Facebook: [CraneInstitute4Sustainability](#)

Hashtag: #100In1DaySSMarie

Email: Robert Rattle — craneinstitute4sustainability@yahoo.ca

Montreal:

100In1Day Montreal is led by Impact Hub Montreal.



Twitter: [ImpactHubMTL](#)

Facebook: [ImpactHubMontreal](#)

Instagram: [ImpactHubMTL](#)

100In1Day accounts:

Twitter: [100en1jourMTL](#)

Facebook: [100en1jourMTL](#)

Hashtag: #100en1jourMTL

Email: Sarah Abarro — sarah.abarrow@gmail.com

Calgary:

100In1Day Calgary is led by Green Calgary.

Twitter: [GreenCalgary](#)

Facebook: [GreenCalgary.org](#)

Instagram: [GreenCalgary](#)

Hashtag: #100In1DayCalgary

Email: Gabriela Pino — gabriela@greencalgary.org

Revelstoke:

100In1Day Revelstoke is led by North Columbia Environmental Society.



Twitter: [RevelstokeNCES](#)

Facebook: [NCESRevelstoke](#)

Hashtag: #100In1DayRevelstoke

Email: Kate Borucz — info@northcolumbia.org

Vancouver:

100In1Day Vancouver is led by Evergreen Canada, specifically the B.C. office.

Twitter: [EvergreenBC](#)

Facebook: [EvergreenBritishColumbia](#)

Instagram: [Evergreen_BC](#)

100In1Day accounts:

Twitter: [100In1DayVan](#)

Facebook: [100In1DayVancouver](#)

Instagram: [100In1DayVan](#)

Hashtag: #100In1DayVan

Email: Drew McDonald — dmcdonald@evergreen.ca



Williams Lake:

100In1Day Williams Lake is led by Invasive Species Council of BC.

Twitter: [ISBC](#)

Facebook: [BCInvasives](#)

Hashtag: #100In1DayWilliamsLake

Email: Coleen Hougen — chougen@bcinvasives.ca

INTERVENTION LEADER CHECKLIST

Ready:

Gather resources

- List the materials, including additional people, you will need
- Identify the source for each material
- Identify the location of the intervention
- Determine how materials will be transported to the site
- Contact friends, family and coworkers for help in advance, for pre-event preparations and on the day of

Set:

Putting the word out

- Logos, posters and social media content are available for you to customize for your event through our social toolkit [here](#)
- Share the link to your intervention from the website
- Use the **#100in1day** hashtag
- Connect with local community leaders, BIAs and businesses to help spread the word and to help provide the materials you need
- Print out a poster using our templates and distribute it widely near the location of your event a few days before to get people to drop by. Coffee shops, public notice boards and community centres are good places to post them
- Tell all your friends and family and ask them to also spread the word and help with your event
- Planning an intervention in a park? Contact Park People, invite your local “Friends of ...” Park group to attend and spread the word
- Connect with other Intervention Leaders in your neighbourhood to assist each other with promotion and to share ideas. We can provide you with a list of all of the interventions
- Contact your local city councillor. They can list your intervention in their newsletter and/or website



Action!

Day of Intervention – June 2

- Set up your intervention as planned
- Have fun, and be mindful of how people experience your intervention. Stay safe and clean up any mess or garbage left as a result of your activity. Remember: You are making your city a better place!
- Take photos of your event. Get action shots and ones of people smiling and participating
- Share them using the **#100In1Day** hashtag and your local hashtag
- Keep track of your results – number of participants, comments, what worked/what didn't
- If media comes, be prepared to discuss your intervention. Keep a record of who came, and follow up to see if your intervention was covered. Let us know, we'd love to share your moment in the spotlight

After your Intervention

- Clean up any garbage that resulted from your intervention. Leave no trace! (Unless it is art and you have permission to do so)

Follow up

- Share your photos and results online using your local hashtag
- We will follow up with you post-event to request your feedback via a survey
- Share your stories! Send an email or blog post to your 100In1Day organizer or tweet to us. We want to know how it all went!
- Please email us your photos from the interventions. You can send via Dropbox, WeTransfer or Flickr. We would love to use these in the future

For any further help, questions or for emailing photos and stories email your local contact.



Key Dates

- | | |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| March 15 | Intervention registration opens |
| April – May | Ongoing Workshops
Check 100In1Day.ca for full list |
| May 22 | Soft deadline for intervention registration
(We will accept registrations right up to June 2; however registering early will let us promote your intervention) |
| May 31 | Intervention materials pickup
(t-shirts, posters, etc – locations TBC) |
| June 2 | 100In1Day Canada Begins! |

For tentative dates and locations, we will email updated information and confirmations as they become available.



100In1Day Canada

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FUTURE CITIES CANADA

National partner

Sponsors



City partners



But ultimately – 100In1Day Canada is created by and for people like you!