Although most of your planning was done in the previous phase, here are some more things you may want to think about.

If you are planning an event, make sure to think about:
- A date and time that allows the most people to be able to come
- Where this event can take place
- Who you want to come
- How to market/advertise this event to different people
- What would stop people from coming
- Making the purpose of the event clear
- What resources and materials do you need
- How can you get those materials
- What is the purpose of your event or desired outcome

Please reach out to the Peace First Community if you need any support in planning!
While the best option is to try to use resources that are already available within your community, we understand you may need to raise additional funds. Here are some resources to help guide your fundraising:

Crowdfunding:

- Donors Choose
- GoFundMe
- Information on crowdfunding websites
- Tips for crowdfunding
- 5 Tips (video) for making crowdfunding videos

Fundraising Tips:

- http://www.thefundraisingauthority.com/fundraising-basics/
- How to raise money
It is important that you have enough people at your event and getting involved in your plan! Here are some suggestions for how to market your project.

- Make sure you clearly state the purpose of your project on all marketing materials
- Keep in mind you may need to market differently to different groups of people (maybe a flyer around your school for the students, but an email for the teachers).
- If it is safe to do so, include pictures of your team creating this project

Ways to market or advertise:
- Flyers around school, community, town, etc.
  - Advice on making flyers
- Emails
- Facebook; school websites; etc.
- Word of mouth
- Phone calls
- Videos
  - Making a simple video!
- Posters

Marketing Suggestions and Advice
As you plan your event, or develop your peacemaking project it is important that your group:

- Assign specific roles and responsibilities
- Track your Progress -- refer to Act: Tracking your Progress
- Reflect on what is successful or not and why
- This is also a good time to go back to Team Effectiveness Survey and check in as a group.
There may be local businesses that are willing to support your projects! Reach out to businesses or organizations that either sell/provide the materials or resources you might need, or have a similar mission to your project. Many businesses will donate food or supplies if you ask early enough.

Ideas:
- Write a donation request letter or email
- Go speak with someone at the business
- Call the business

[Article](http://peacefirst.org) on school-business partnerships

[Companies That Care About Kids](http://peacefirst.org)
Make sure to keep your team inspired in this process!

- Refer back to the other peacemaker videos or examples of project online.
  - Meet Other Peacemakers
  - Explore Peace First Projects

- Continue to engage in group circles

- Watch Ted Talks
  - Racial Violence
  - Street Art with a Message of Hope and Peace
  - A Powerful Poem About What It Feels Like to be Transgender
  - The Beauty and Diversity of Muslim Life
  - The Courage to Tell a Hidden Story
  - Kid President: A Pep Talk

- Get out in the community to spread the word about your project!