

Find me online at <https://actionnetwork.org/groups/friendsoftheearth>



Creating a free Event in Action



Network

You can use Action Network to create free events, in the same style as other online event booking platforms, such as Eventbrite.

Here's an example of one <https://actionnetwork.org/events/brighton-clean-air-event-campaign-test-2>

Contents

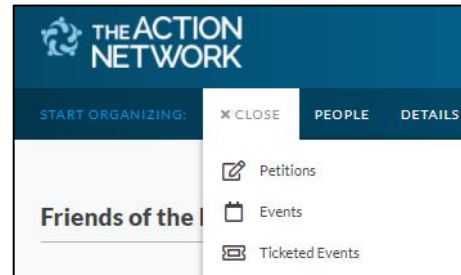
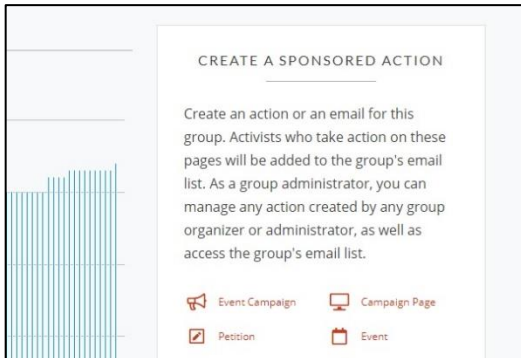
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Getting started

There are two ways to begin:

a) Choose **Events** in the **Actions** menu.



b) From the **Create a sponsored** action menu on the right hand side of your group's main hub page select **Event**.

You'll then be taken to a screen where you can set up your petition. You'll need to enter some details, from the top to the bottom.

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Adding content to your event

ATLANTIC FRIENDS OF THE EARTH > MANAGE EVENT > EVENT RSVP > EVENT THANK YOU

Action Language: English

Create An Event - Tom's test event campaign: ADMINISTRATIVE TITLE (OPTIONAL) — Tom's test event

TITLE OF YOUR EVENT * — Brighton and Hove Friends of the Earth campaigns social

This Event Has An End Time

START DATE AND TIME * — Jul 03, 2018 - 7:00 PM

END DATE AND TIME * — Jul 03, 2018 - 9:00 PM

LOCATION NAME * — Brighton Eco Centre ADDRESS * — 39-41 Surrey Street

CITY * — Brighton United Kingdom ZIP/POSTAL CODE * — BN1 3PB

Host Contact Information (Optional)

ADD BANNER IMAGE (OPTIONAL)

HTML Format Align B / Lists Image Video Table Link Line

EVENT DESCRIPTION *
Are you sick of breathing in toxic fumes from road traffic? Fed up of the plastic waste which blights our beaches and streets?
Brighton and Hove Friends of the Earth wants to hear from you.
Join us at Kiki's Café on the evening of Tuesday 3 July to find out what you can do to make our city a

ADD GOAL SLIDER

ATTEND THIS EVENT

First Name Sample

Last Name Sample

Email * Sample

Zip/Postal Code * Sample

Not in the US?

Allow Attendees To Bring Guests

EDIT FORM

ADD CUSTOM FORM HTML

Send RSVP

SAVE AND GO TO NEXT STEP

Titles, date and time

Administrative title – this isn't publicly visible by anyone else. Give your event a title so you can find it easily on your Action Network. This isn't seen by anyone else.

Title of your event – this is the title people will see. Make sure it's clear what the event is about.

Start/end date and time – add a date and start time for your event and . Then a start and (if applicable) an end time. Untick the box if there is no end time.

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Location and images

Location name and address – add a location, this will be shown on a map once you publish your event.

Add banner image (optional) – you can add an image for your event, but it might be a distraction for anyone viewing the booking page on a mobile. It's better to make sure an image is included when the page is shared on social media platforms. **See the *Managing your event* section below for how to do that.**

If you do add an image, use something eye-catching that grabs people's attention.

- Pick something that is obviously relevant – that will draw them into reading more.
- Avoid using the same image for multiple things eg. an event and a petition
- Follow the imaging size guidelines or the image will crop strangely.
- Follow this guide for how to change image sizes in Microsoft paint: <http://condor.depaul.edu/gandrus/130/docs/Paint.htm>
- If sizing up images is not your thing, an image is only optional, so you can skip it. Or ask for help on actionnetwork@foe.co.uk
- Make sure you have the rights to any image you use. **If you're not sure, don't use it.**

Your call to action

Below the Banner field there's an editable text field for you to explain what your event is all about. You can then add some text to describe your event. Think about how you can engage people and persuade them to come along.

Try bolding some key words or phrases to help people scan the page and quickly understand what the event is about.

Add creator

We recommend that you don't use this function.

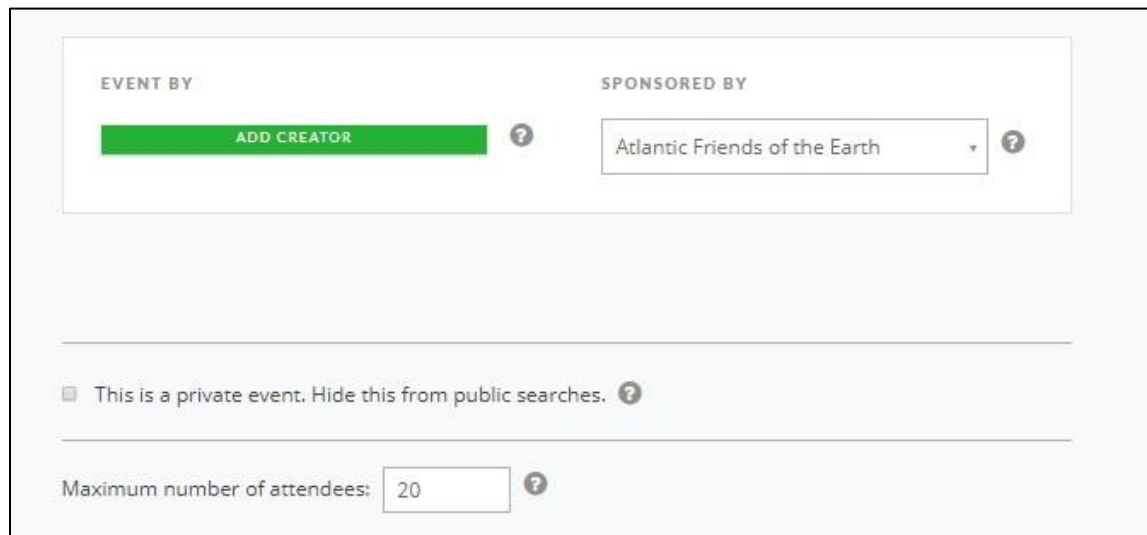
Underneath the main text box on your petition you'll see an option to add a Creator. This is a function adds you to the action as an individual.

Ignore this option but check that the sponsor is listed as your group e.g. Example Friends of the Earth.

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Private events

At the bottom there are options to make the event private, so it is hidden from public searches



The screenshot shows a form with two main sections. The top section is titled 'EVENT BY' and 'SPONSORED BY'. Under 'EVENT BY', there is a green button labeled 'ADD CREATOR' and a question mark icon. Under 'SPONSORED BY', there is a dropdown menu with 'Atlantic Friends of the Earth' selected and a question mark icon. Below these sections, there is a checkbox labeled 'This is a private event. Hide this from public searches.' with a question mark icon. At the bottom, there is a label 'Maximum number of attendees:' followed by a text input field containing the number '20' and a question mark icon.

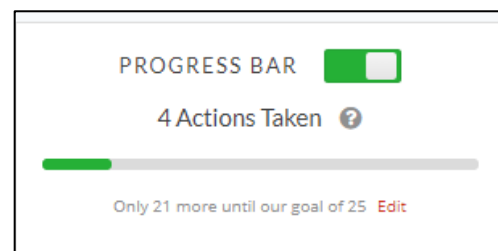
Setting the maximum number of attendees

Right at the bottom is a field for you to set the number of places available at your event.

Progress Bar

Head back to the top of the page and you can add or disable the Progress Bar for your event – which shows how many people have signed up to attend on the live version of your event page.

You can enable or disable this function at any time.



The screenshot shows a toggle switch labeled 'PROGRESS BAR' which is currently turned on (green). Below the toggle, it says '4 Actions Taken' with a question mark icon. A progress bar is shown below this, with a green segment on the left and a grey segment on the right. At the bottom, it says 'Only 21 more until our goal of 25' with an 'Edit' link in red text.

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The form

The standard forms asks people to add their:

- First name
- Last name
- Email
- Postcode

This video covers how to add custom fields to the form e.g. street address. Watch from 5.00 minutes in:

<https://help.actionnetwork.org/hc/en-us/articles/203756859-VIDEO-TUTORIAL-Common-Action-Concepts>

You can allow people to book extra places for guests using the Allow

You can also change the wording on the red button people click on when booking their place at your event.

By default this says **Send RSVP**.

Click on the blue **Save and go to next step** button at the bottom.

You'll be taken to the **Event thank you** page – which is what people will see once they sign your petition.

The screenshot shows the 'ATTEND THIS EVENT' form editor. At the top is a green 'ADD GOAL SLIDER' button. Below is the form title 'ATTEND THIS EVENT'. The form contains four input fields: 'First Name', 'Last Name', 'Email *', and 'Zip/Postal Code *', each with a 'Sample' button to its right. Below the fields is a checkbox labeled 'Allow Attendees To Bring Guests'. At the bottom of the form are three buttons: a blue 'EDIT FORM' button, a green 'ADD CUSTOM FORM HTML' button, and a red 'Send RSVP' button with a help icon. At the very bottom of the editor is a yellow bar with a blue 'SAVE AND GO TO NEXT STEP' button.

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Event thank you page

Create An Event - Tom's test event campaign:


ADMINISTRATIVE TITLE (OPTIONAL)

Thanks for your support.

Help us meet our goal by spreading the word about this action using the tools on this page.

X REMOVE SHARING OPTIONS

SPONSORED BY

 ATLANTIC FRIENDS OF THE EARTH
BELLMEAD, TX

Instructions Discussion Board Event Information Create An Account

Instructions For Your Attendees

HTML Format Align B / Lists Image Video Table Link Line

INSTRUCTIONS FOR YOUR ATTENDEES *

Thanks for booking your place, we're looking forward to seeing you at Kiki's.

We'll be focusing on tackling all the different kinds of plastic waste and cleaning up the air we breathe.

And your first drink is on us.

SHARE THIS ACTION

Like Tweet

DIRECT LINK

<http://actionnetwork.org/url>

EMBED THIS ACTION

[a bunch of code will be in here]

EMAIL A FRIEND

Subject: [subject goes here]

Body:
[body goes here]

SAVE DRAFT SAVE & PUBLISH

Sharing options

You can turn off the sharing options if you want to, but they can help get more people finding out about your event, so we recommend leaving them on.

Instructions for your attendees

There's an **Instructions for your attendees** box, for you to give people more information on your petition, campaign or group. Use it to invite them to your next meeting or even the petition hand-in.

You can add links from this section, for example to your group's website.


When you've done this, you can click on the red **Save and publish** button. Your event is now live and people can sign up to attend.

[Or select **Save draft** if you want to come back and finish it later].

You'll be taken to the **Manage event** page. From here you can do a few things.

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Here's an example of what a thank you page looks like, this version has the sharing options enabled.

Atlantic Friends of the Earth powered by  Friends of the Earth

Thanks for joining.

Invite your friends! Spread the word about this event using the tools below.

SPONSORED BY: ATLANTIC FRIENDS OF THE EARTH

Instructions From Your Host

Thanks for booking your place, we're looking forward to seeing you at Kiki's.

We'll be focusing on tackling all the different kinds of plastic waste and cleaning up the air we breathe.

And your first drink is on us.

[choose a list/referrer code] ▼

Share This Event

LIKETWEET

DIRECT LINK

https://actionnetwork.org/events/brighton-clear

Email A Friend

Subject: Can you come? ▲

Body: ▼

Embed This Event

```
<link
href='https://actionnetwork.org/cs
s/style-embed-v3.css'
```

Options +

Discussion Board

Leave a comment *

POST TO THE DISCUSSION BOARD

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Managing your event

Once you publish your event you'll be redirected to the management page, which looks like this.

The screenshot shows the 'Bath Kick Off Event' management page. The main header includes the event title and a description: 'Bath Climate Action kick-off event! 1st stop: Making sure the new Metro Mayor will put climate jobs first!'. Below this are buttons for 'View Event', 'Edit Event', 'Edit Tags', 'Edit URL', and 'Cancel Event'. A 'Target all action takers' section offers 'Create Email', 'Create Report', and 'Create Ladder' options. The status is 'LIVE'. A 'SPONSORED BY' section features the 'BATH CLIMATE ACTION' logo. A 'Page Wrapper' dropdown is set to 'Powered by Friends of the Earth' with a 'SAVE PAGE WRAPPER' button. A navigation bar at the bottom includes 'Statistics', 'RSVPs', 'Discussion', 'Event Info', 'Sponsors', 'Responses', 'Sharing & Tracking', and 'Next Steps'. On the right sidebar, a progress bar shows '2 RSVPs Collected' out of a goal of 25. Below this are 'SHARE THIS EVENT' options with a dropdown for list/referrer code, 'Share' and 'Tweet' buttons, and a 'DIRECT LINK' field containing 'https://actionnetwork.org/events/bath-c'. The 'EMAIL A FRIEND' section has a subject line 'Subject: Can you come?' and a body text starting with 'Friend, I've just signed up to attend the Bath Climate Action kick-off event on 28 January.'

Things that will be useful

- **Sharing options** – to make sure your booking page includes an image when shared on social media, head to **Sharing & Tracking**. Add your image and save your work.

You'll find a template share image for a Climate Action kick-off event on this page <https://takeclimateaction.uk/resources/creating-images-canva>

- **View event** – this will open your live petition in a new window
- **Edit event** – use this option if you need to make any changes to your work
- **Edit URL** – you can edit the url of your petition. See <https://help.actionnetwork.org/hc/en-us/articles/115004543963-Editing-the-URL-of-an-action-or-group> for more information on this.
- **Cancel event** – unlike petitions, once you cancel your event you won't be able to republish it. You can create a duplicate using the options on the Actions

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tab.

- **Create email** – use this to send everyone who’s signed up to your event an email. See the separate guide on **Sending a follow up email** for more information on how to do this.
- **Responses** – here you can dictate what happens after people register for your event. For example, you can direct them somewhere else if your event is full.

Responses ?

THANK YOU REDIRECT LINK

Your Redirect Link (leave blank for default) ?

UNPUBLISHED REDIRECT LINK

Your Unpublished Redirect Link (leave blank for default) ?

EVENT LIMIT REACHED REDIRECT LINK

Your Limit Reached Redirect Link (leave blank for none) ?

- **Thank you redirect link** – direct people to a website of your choice, rather than the default thank you page.
- **Event limit reached redirect** – direct people to a website of your choice once you RSVP limit is met.
- **Auto-response email:** edit the email people receive after filling in your form or turn the function off. **Note:** the default info@email.actionnetwork.org address is an unmonitored inbox, so swap this for an address you have access to.
- **24 hour reminder email:** here you can edit, or turn off, the automated email send to attendees the day before your event. We recommend not turning this off, it can be a really useful way to remind people of what they’re signed up for.
- **Notifications:** get an email whenever someone registers. Not recommended but there if you want it.

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Extra options

Download RSVPs – Action Network allows you to download a list of attendees. Please use this function very carefully. If you need to download or print this list please delete columns containing personal data eg. Email address, home address, before doing so.

If you have any questions about handling personal data please get in touch on actionnetwork@foe.co.uk

- **Statistics** – this tab will show how your petition is performing
- **Discussion board** – events include a discussion board. You can disable this option here.
- **Embedding your event** – if you need to embed your petition in another website, and you're comfortable doing so, you'll see the code to do this on the right-hand side.

Unfortunately, this code won't work on its own. Get in touch on actionnetwork@foe.co.uk and we'll explain why.

