



# ORGANIZE YOUR DANCE

*Thanks for joining our movement for Global Female Condom Day (GFCD) 2014! Dance4Demand promises to be a fun and engaging way to educate your community, share your advocacy message, and inspire meaningful action on female condoms. This “how-to” guide is designed to assist you in thinking through how to make the most of your Dance4Demand event planning and participation.*

## **STEP 1 DETERMINE YOUR GOALS AND TARGET AUDIENCE.**

What do you hope to accomplish with your dance? (Besides having fun and joining a global movement!) Do you want to use the Dance4Demand campaign to expand your network of female condom advocates? Are you trying to raise awareness of female condoms among local or national policymakers? Design your Dance4Demand event in a way that will help you achieve your goals and reach your target audience.

## **STEP 2 IDENTIFY POTENTIAL PARTNERS AND DANCERS.**

Once you have determined your goals and target audiences, ask yourself, would my Dance4Demand event be strengthened by working with key individuals or organizations? Do I need to recruit individuals to dance? If so, how will I gain their involvement? Consider reaching out to traditional allies such as HIV prevention advocates and reproductive health and family planning groups, as well as potential new supporters like dance troupes or local business leaders.

## **STEP 3 BRAINSTORM YOUR DANCE FORMAT.**

There are countless ways you can organize your dance. It can be as simple as dancing by yourself and recording with your phone, or as involved as hosting a choreographed dance with a group of individuals in a public location. How you choose to organize your dance will depend on your goals, target audiences, time and resources. Some questions to reflect on include:

- Will I dance by myself or as part of a group?
- Will my (or my group's) dance moves be spontaneous, or is it preferred to choreograph some common moves ahead of time?
- Do I want my dance to be a formal event with speakers? Or something that feels informal, like a “flash mob?”
- Should my dance be one piece of a larger GFCD event (like a press conference, road show, or health fair)? Or do I want to make my dance a stand-alone activity?

**For more information about Global Female Condom Day, visit [femalecondomday.org](http://femalecondomday.org).**



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## STEP 4 CONDUCT A REALITY CHECK ON RESOURCES.

Before you proceed much further with planning, assess whether you have the resources needed to organize your envisioned Dance4Demand event. Have you budgeted for fees or sought donations of time and equipment that may apply to your event, such as venue rental, audio-visual/speakers, videography or photography? How will you fundraise to cover costs?

## STEP 5 FIND A VENUE.

Once you have your dance format in mind and your budget plan in place, you should select a place to hold your dance. Make sure that your venue is appropriate for the type of dance event you are planning, relevant to the audiences you are trying to reach, accessible to dancers (if applicable), and can support your audio needs. If you want to hold your dance someplace in your community, check availability at universities, nonprofit organizations, parks, shopping centers or town squares. Many public places require a permit or other authorization for this kind of activity, so find out whether you need approval. Before confirming your venue, assess your budget and other logistics such as date, time and event length.

## STEP 6 SKETCH OUT YOUR EVENT FLOW.

- Confirm the date, time and location of your dance. While we encourage dances to take place directly on Global Female Condom Day (Sept. 16), we welcome your Dance4Demand event a few days early to help build momentum leading up to GFCD. Depending on your circumstances, it may make sense to host your event a few days after GFCD.
- Finalize the event program. Identify a facilitator/emcee or speakers (if needed) and determine the order of speaking, dancing and/or related activities like female condom demonstrations. It can be helpful to create an internal event program that clearly lays out the order of activities, timing and who is responsible.
- Create a list of dance set-up tasks and identify volunteers to help you, including those who can record and take pictures of your event.



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## STEP 7 PUBLICIZE YOUR DANCE4DEMAND EVENT.

If you hope to attract specific audiences to watch your dance (e.g., policymakers, community leaders, university students, etc.) it may help to design a flyer, write an email invitation, or use social media to publicize your dance. If you are seeking press coverage of your event, invite reporters who write on your issue in local, regional, or national newspapers or blogs. Many of these items can be found in our advocacy toolkit on the GFCD website: [www.femalecondomday.org](http://www.femalecondomday.org).

## STEP 8 PRACTICE YOUR DANCE MOVES.

Whether you are dancing alone or in a group, you may find it useful to practice your dance moves before your event. Practicing is strongly encouraged if you have a choreographed dance. Practice sessions are also a concrete way to recruit new individuals to support this female condom campaign.

## STEP 9 HOLD YOUR DANCE4DEMAND EVENT.

- Make sure you have the Dance4Demand music file in a format compatible with your audio system. (Coming soon!)
- Communicate with any dancers and speakers about what time to arrive and about event flow.
- Assign any set-up and clean-up duties to volunteers.
- Test audio equipment before the event starts to make sure the song plays well and the sound quality is good.
- Confirm that you have someone available to record or photograph your dance event and the equipment to do so.
- Make sure that people participating in your Dance4Demand event are comfortable with being recorded and photographed. See [www.femalecondomday.org](http://www.femalecondomday.org) for details and sample media release forms.
- If you have invited a crowd to watch your dance, try to get their contact information through a sign-in sheet so you can follow up after the event.
- Hold your event! Have a great time dancing to show the world that women and men demand access to female condoms!



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## STEP 10 SHARE YOUR DANCE4DEMAND.

After your event, share videos and photos of your dance through social media using hashtags [#Dance4Demand](#), [#GFCD2014](#) and [#femalecondoms](#). Don't forget to submit your video and photo files to the GFCD organizers! For instructions, visit [www.femalecondomday.org](http://www.femalecondomday.org). It's also a great idea to follow up with event attendees on any actions they can take or with extra information you want to distribute.

## STEP 11 MAINTAIN THE MOMENTUM.

Though GFCD takes place just once a year, your female condom advocacy can continue year round. Build upon your Dance4Demand participation by staying in touch with the community members you recruited to be a part of your activities. Invite them to participate in a female condom workshop (informational, skills building and/or advocacy related). Train them to conduct their own female condom workshops. Determine what female condom availability is like in your community. Develop a plan to promote and expand female condom access at your university, at local clinics, or at your agency. Not sure what to do next, but want to stay involved with female condom advocacy? Contact the National Female Condom Coalition at [jterlikowski@aidschicago.org](mailto:jterlikowski@aidschicago.org) and Universal Access to Female Condoms at [b.janssen@rutgerswpf.nl](mailto:b.janssen@rutgerswpf.nl) for ideas.