



Host Guide & Toolkit

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Who We Are

Building on Captain Planet Foundation's 30 years of engaging and empowering young people to be problem solvers for the planet, the Planeteer Alliance is a global community of passionate young people transforming their impatience for change into action for the climate and planet. This holistic, youth-designed, and youth-led program offers the global community of young environmental advocates and changemakers a consistent and reliable home for solutions, trainings, resources, opportunities, and a peer community that meets in a safe environment. Planeteers learn, share ideas, collaborate, cheer each other on, and pick each other up when they falter - harkening back to the original mythology of Captain Planet & the Planeteers - "By YOUR powers combined, I am Captain Planet!"

Guiding Principles

Planeteer Alliance events, like the one you are developing, are created by Youth in collaboration with the PlaneteerHQ team. There are a few essential principles that should be taken into consideration as you decide whether or not you would like to host your own event. If you have any questions about how your event may fit into these guidelines, don't hesitate to reach out to Team Planet! These guiding principles are meant to give structure without being restrictive.

Action & Solutions Focused

Your event should leave attendees with a sense of hopefulness about the future. Concrete solutions and next steps/action plans should be discussed so the momentum you created will be maintained.

Demonstrates Core Values

Community values should be demonstrated throughout all Planeteer Alliance events. Read more about these community values [here](#).

1. **AUTHENTIC YOUTH ENGAGEMENT**
2. **DIVERSITY AND INCLUSION**
3. **INTERSECTIONALITY**
4. **INTERCONNECTEDNESS**
5. **COLLABORATION & PARTNERSHIP**
6. **POSITIVE COMMUNITY BUILDING**
7. **CREATING EQUITABLE OPPORTUNITIES FOR ENTRY & GROWTH**

Centered in Justice, Equity, Diversity and Inclusion

The Planeteer Alliance community and affiliated events are committed to creating opportunities for more diverse voices to be invited, represented, heard and validated; how can we ensure those who are participating feel safe, heard, and empowered?

Focused on known Climate Solutions

Outlined in the Planeteer Alliance climate plans, the community and affiliated events are taking action on known climate solutions as detailed in [the 2022 IPCC report](#).

Follows NALYS Model

Created by the Osiepe Sango team in 2021, the NALYS model is a set of principles established to guide the development and execution of their flagship event, the Nam Lolwe Youth Summit. In 2022, Planeteer Alliance adopted these principles through the collaboration that expanded NALYS into 10 communities ([read more about the inaugural BCAS](#)). The NALYS model guides Planeteer Alliance events from development to implementation.

1. Uplifting young people's voices and ideas
2. Reconnecting young people to their water systems and giving them the tools to understand these water systems
3. The importance of story and culture in creating these connections
4. Empowering young people to protect, preserve and restore their water systems.

5. The importance of indigenous wisdom in restoring our waterways
6. The intersectionality of the problems facing our water systems and the intersectional approach that we need to solve them.
7. NALYS encourages its participants to look within and identify their skills and talents and how they can use those to contribute to solving the issues they are passionate about.
8. Bringing people together to co-create solutions
9. Promotes local solutions to the issues. One solution will not work for every location, this is why an understanding of people and place is important.



What do we mean by known climate solutions?

The Intergovernmental Panel on Climate Change (IPCC) has warned that to avoid the worst case impacts of climate change, global carbon emissions need to peak within the next three years, and fall rapidly after that. The solutions are well-known and achievable -- but by all estimates, we have a 10-year window to define the fate of the planet.

The Planeteer Alliance is approaching these 10 years as a sprint, and we are running with young changemakers to demand and secure the rapid implementation of known solutions that will create a climate-friendly future for all.

Expectations + Benefits of hosting

Hosting an event is a lot of work and we want to be clear about the expectations and non-negotiable aspects of being a host. This is meaningful and rewarding work too and we'll detail some of the benefits you'll receive as a Planeteer Alliance host.

Expectations

- Communicate regularly and proactively with Team Planet to confirm details and provide updates
- Plan your event from start to finish. See Event Fundamentals (below) for a complete list of the details that you'll need to plan for.
- Build your host team, including one adult advisor.
- Share media assets:

- before your event to aid in creating marketing and recruitment resources; throughout
 - following the event to develop wrap up videos and promo content
- Develop and manage your own event budget. See Event Fundamentals (below) for more info and budget template.
- Recruit participants through marketing and social media.
- Ensure all participants have signed the participation waiver
- Produce at least one Action Plan that can be acted on over the next year by participants in your event, post this action project in the corresponding element group on PlaneteerHQ
- Report back to Team Planet, within a reasonable timeframe, with the requested event statistics (to be confirmed and detailed in Host agreement)

Please review the [Planeteer Alliance Host Agreement](#) and let Team Planet know of any questions or concerns you have regarding the document. This agreement will be updated with event specific details and returned for your review and signature which will formalize our partnership.

How Team Planet will support you as a host

Team Planet will provide support to event hosts in the following ways:

- Administrative support in developing schedules, budgets, web page development, registration forms and support, etc.
- Host will receive a planning toolkit developed in collaboration with Youth Ocean Conservation Summit
- Webpage development + registration form hosting on [planeteeralliance.com](#)
- Each Summit will be provided with design elements and creative assets to help advertise the event
- Technology and logistics support (ie: Zoom rooms, scheduling, operational support, etc.)
- If requested by the host team, a private group in PlaneteerHQ may be established for an event community to share and collaborate
- Host kits including notebooks and t-shirts for participants and other materials, depending on the size of your event
- PAQ will help identify presenters who can address multiple locations virtually
- Small cash grants may be offered to support your event. A complete event budget must be submitted in order to be considered. Approved uses of these funds include:
 - Venue costs
 - Equipment or printing costs
 - Streaming & A/V costs
 - Food & Snacks for participants
 - Conference materials for participants (includes swag and/or tshirts)
 - Speakers stipends

Benefits of being a host

- Valuable experience building an event with support from an experienced team
- Financial, material, and design support to bring your vision for community action to life
- Exclusive grant opportunities for personal development and campaign work
- Access to an active global community of Changemakers

Event Fundamentals

Defining your audience

In order to estimate the size of the space you need, refreshments, experience level of programming, desired speakers etc., you first need to define your audience and your ideal number of participants. Your event does not need to be huge to be successful; in fact, it may be more productive to have a smaller group that can work together to develop concrete action plans. A few questions to consider in defining your audience and participant goals:

- Do you already have a group of peers and friends that are interested in environmental issues and action? If yes, use this as your starting point! How many people are in that network? If you don't think it's enough, do we want to ask each of them to invite 1-2 other people to attend?
- Do you have a relationship with an NGO or other group working in your community that has a network of young people? You may want to approach them about partnering on this event. They can help with outreach to participants and speakers, and maybe with some of the other needs -- venue, AV equipment, refreshments, etc.

Convening your host team

The host is the face of the event, and we are so proud and excited to have you as a host! Organizing and hosting an event can be a lot of work, so we recommend making it a team effort. Here are some suggestions for roles & responsibilities:

- **Co-Hosts:** We recommend having two hosts share the leadership in developing an event so the burden is not all on one person, and if for some reason one person has an emergency is not able to join the event, someone else knows the plan.
- **Budget/ Finance:** We recommend having someone in charge of the budget and finances of the event. They should be responsible for knowing how much the event can or will cost, knowing how much money you need to raise, and tracking expenses. We'll talk more about budgets & fundraising in a later section.
- **Communications/ Marketing/ Social:** We recommend having at least one person responsible for marketing the event to recruit participants, and communicating with

participants. This person may also manage the presence of your event on social media through a dedicated event or organization page.

- **Programming/ Schedule:** Someone should be in charge of making sure the schedule for the program makes sense, ensuring speakers and presenters are scheduled, and maybe managing the schedule during the event.
- **Logistics:** Someone needs to be responsible for ensuring you have the venue confirmed, that you have what you need in the space for the event (tables, chairs, AV equipment), arranging for food or beverages, etc.

Mentors & Advisors

Hosts must also identify an adult advisor or sponsor that can support where needed. If your advisor is part of an organization that has a shared mission or values as the theme of the Summit, you might be able to approach this organization for support in planning and running this event as well. Many nongovernmental organizations are happy to help young people organize events to engage other young people in such important work. This could be especially beneficial if the NGO has a physical space—they may consider offering up that space and equipment for the event. Be sure to use your advisor/ mentor wisely -- ask them for advice and help when you need it!

Date & Time of the Event

Some Planeteer Alliance events may have a prescribed date, however we want to work with you to offer your event on a suitable date, and at the right time to engage with your community. Time zones, school and extracurricular schedules, etc. all vary widely, so we are entrusting you with the decision to put your event on at a time most convenient for your peers.

We suggest planning for the event to last 4-8 hours to cover the programming and to provide lots of time for conversation and breaks. The start and finish times are up to you.

BUDGET

See: Logistics

Event Location/ Venue

The size and amenities associated with an ideal event space or “venue” will depend on how many people you are anticipating having to attend in-person. The event space should have enough room for people to have room to spread out, but not be too big to make it feel empty. Your space should have restroom facilities for people to use, and ideally access to the internet so you can dial in virtually.

We recommend trying to get a venue donated or contributed as an “in-kind” contribution (we’ll detail in-kind contributions in the Budget section), as opposed to having to pay for it. Consider

offering the venue or organization positioning as a major sponsor of your event in exchange for a complete or discounted rental rate. Ideas include a room in your school, a church or church hall, a community center, even a park office or nature center classroom. Be sure to include that this is a youth-led event intended to help young people in the community become more effective citizens and advocates for the environment.

It can take time to work with a venue to ensure amenities and availability meet your needs. You may need to sign a contract and make a deposit to secure the facilities. Please allow yourself ample time to find and secure your venue.

Format of the Event & Virtual Contingency Plan

See also: Safety & Considerations (Logistics)

Your event is intended to be part of a series of in-person gatherings of young people in different parts of the world focused on local climate issues. Ideally you are hosting the event in your community, inviting people who are relatively local and locally relevant to join (COVID-19 restrictions permitting).

You may also choose to incorporate a virtual component in your in-person event plan to allow people to dial in remotely from other locations. It can get a little more complicated technically to have people gathering both in-person and virtually to ensure people can hear and communicate, but it's possible. If you do choose to incorporate a virtual component, talk to your Planeteer Alliance Point of Contact. We can assist with technological and logistical support to make virtual components take shape.

Planning your program

General guidance

Example formats (½ day, 1 day)

Considerations when building your schedule

- accessibility
- Food
- breaks
- mix it up

What are the learning outcomes you want your attendees to come away with?

Speakers

You are encouraged to invite local speakers, experts and presenters that can speak to issues in their own community context. Consider the Planeteer Alliance values + principles you read about earlier in this toolkit. Who are the experts that will bring those ideals to life with relevancy to your audience?

Team Planet is able to help you brainstorm and outreach to potential speakers. If you would like assistance with this, contact your Team Planet point of contact.

EVENT SCHEDULE / PROGRAMMING

A [draft/ template schedule](#) can be found in the Toolkit, which you should copy & paste to make your own schedule. You should probably plan for at least 4 and as much as 8 hours of programming. You should plan to work with your Team Planet point of contact (either Courtney or H) on your schedule. Here is an overview of the general programming goals to consider for your event:

- **Emphasis on known climate solutions.**
- **Celebration & honor of local culture and place.**
- **Uncovering threats and identifying the root causes of those threats.**
- **Exploring systems level change.**
- **Strategies and skills for creating effective change.**
- **Action planning.**
- **Community building & collaboration**

Logistics

Marketing & Communications

A major part of hosting an event is recruiting participants, which requires good communications and outreach. Consider developing an attractive flier or social media posts that you can use to promote your event to potential participants. You'll probably want to give yourself at least a few weeks of promotion since this is an in-person event. You can use the Social Toolkit template from PlaneteerHQ, available in the [Team Drive](#).

Web Pages

PlaneteerHQ will add your event to the global events calendar on PlaneteerAlliance.com, which will feature your event logo, location, schedule, hosts, etc. This page will provide interested parties with registration instructions, schedule updates, and more.

Your team is responsible for posting your event on PlaneteerHQ.

PR & Media Outreach

As part of your outreach, you may also want to consider reaching out to local media to let them know what you are doing. Local radio stations, newspapers, bloggers, even television stations often love stories of young people taking on ambitious projects like hosting this Summit, and it can get your message out to people you may not reach otherwise.

Partner Outreach

Engaging partners, friends, community members and local organizations are all great ways to get the word out about your event. Think about how you defined your target audience at the outset of this process-what/through which pathways are the best opportunities to reach those groups of people?

Pre-Event Communications

Secondary to recruiting participants to your event, an important aspect of event preparation is communicating with those participants about what they can expect to do, learn, see and experience during the event. Communications help keep registrants interested and excited for what is to come. Your team should prepare a series of emails that will be sent to all registered participants in the lead up to the event.

- +Advertising the event
- +Outreach to community and partners
- +Communications plan between registration and event date, keep people engaged, tell them what to expect
- +Post-event thank you, survey, follow up

Media + Branding

Creative assets (logo, flyers, images, etc.) will help your event stand out and attract support, participants and sponsors. In the spirit of partnership and collaboration, your team should strive to develop its own identity that reflects your place and community, while still reflecting the broader community

Logos:

- Develop a unique logo that will be displayed as part of the broader event series materials developed by Planeteer Alliance HQ
- Each event should plan to include their local sponsor logos in branding materials for their individual event. Sponsor logos should be shared ASAP with Team Planet so they can be prominently displayed on your event's webpage.

Registration & Participant Waivers

PlaneteerHQ will manage registration for participants through the form that will be embedded on the event webpage. During the application process, participants must submit a signed copy of the Planeteer Alliance waiver if they have not already done so. A guardian must sign the waiver for any participants under 18 years of age. This waiver will be distributed via email but we will also make it available as a PDF if you want to have them sign when they arrive. The waiver is currently available in English and Spanish and we are working on making it available in other languages as well.

NOTE: If your community has a specific language need we can accommodate with the form and waiver, don't hesitate to reach out.

Budget & Fundraising

Part of planning and hosting an event is estimating the costs and raising the funds necessary to cover those costs. A budget is an estimation of costs based on a detailed plan of what you will need (a budget template is available [here](#)). Based on the budget you create, the next step is to identify sources for the items (or the cash to purchase the items) that you can approach to help you. When we talk about fundraising, we usually sort contributions into two categories --- cash or in-kind donations. Cash is exactly what it sounds like -- a financial contribution to cover the costs in your budget. In-kind donations are when a supporter provides goods or services directly instead of money. For example, a supporter may donate the space, which has a value of \$X.

Fundraising Resources-Provided by Alexis Chase, Development Director at CPF. Alexis is available by email to answer any questions you and your team may have and to help review your fundraising letters, messaging. alexis@captainplanetfdn.org.

1. [Fundraising workshop recorded session](#) - recorded during the lead up to 2021 Blue Climate Summits, however the workshop lessons apply broadly to fundraising.
2. [Fundraising 101](#)
3. [Crafting your fundraising appeal](#)
4. [Sponsor Letter Template](#)
5. [NALYS Budget/Sponsorship Proposal](#)-a really thorough example that may provide some excellent guidance as your team sets out to create your own proposal.

Approaching Local Sponsors

In organizing your event, PlaneteerHQ highly recommends approaching locally based companies and organizations to provide in-kind donations to meet most of your needs. For example, consider approaching your school or church about donating the space; and your local market or cafe about contributing food and beverages, etc. In-kind donations are easier to manage because cash is not exchanging hands. If you are receiving cash donations and you need help with the paperwork or the supporter needs to talk to someone at CPF, email your PlaneteerHQ Point of Contact (H or Courtney) and we'll connect you with the CPF Development Director (Alexis) who can help.

We suggest approaching local supporters vs. big national or international organizations and companies because local businesses and organizations are more likely to benefit from being associated with your event than a large national or international organization. Being associated as a sponsor for your Summit is something a local company or organization can advertise to their customers and supporters who are likely people like your teachers, coaches, family members, etc. It's harder for big national/ international organizations to make local donations and it's not always something they can easily benefit from.

In approaching sponsors, we suggest sending a letter to the manager or director -- someone who can make a decision -- that explains the event and makes a very clear request. Keep it polite, short, concise, and personal. Include a reasonable date that you'd like to hear from them by. If you don't get a response by the deadline you set, follow-up with a phone call.

If they say yes, reply with a thank you and next steps. If they say no, reply with a thank you and ask what would make them consider supporting future requests. If you are receiving money,

In the Toolkit below, you can find a [template of a letter to sponsors](#) that you're welcome to adapt for your own purposes.

Planeteer Alliance Funding & Sponsorship

Small grants may be available to aid in the coordination of your event.

Safety & Considerations

COVID-19 Safety Provisions & Contingency Planning

When we first started this conversation about hosting these Summits as in-person events, the COVID-19 case numbers were trending down, suggesting that we might be able to safely return

to holding and attending in-person events. But with positive cases increasing again in some parts of the world, in-person events may not be possible in all locations.

Planeteer Alliance asks all hosts to follow their nation's COVID-19 guidelines in terms of testing, masks, social-distancing, etc. If in-person gatherings are not recommended as part of your national guidance, we ask that you resort to hosting a virtual event or postpone if that is not possible.

We suggest developing a contingency plan for hosting your event virtually if COVID shuts us down again. We should all be pros at that by now! Planeteer Alliance has Zoom accounts we can use to support and Team Planet will be available to help transition your event to a virtual experience.

Computer/ Audio/ Visual Equipment and Needs

Each Summit location will be asked to 1) access and display required video sessions that will be available online; 2) record and upload Global Sharepoint responses from your attendees; and 3) potentially connect with other locations via Zoom for discussion. If your Summit is going to be hybrid (available both in-person and for people to dial in), you may need to prioritize more audio equipment (microphones and speakers) so people calling in can hear people in the room. For those needs, we suggest getting access to the following equipment and technology.

Minimum Equipment Needs:

- Reliable and relatively strong internet connection (hardwire is usually stronger if possible)
- Internet enabled computer that can connect to Zoom and can play video
- Projector that can connect to the computer to display videos and Zoom meetings
- External speakers that connect to the computer for better audio quality of video and Zoom
- At least one external microphone that connects to the computer for better audio quality of Zoom exchanges and video recordings
- Device that has video and audio recording capacity to record Global Sharepoint contributions and from which you can share recordings

Additional Equipment if Possible:

- If we want to make cross-Summit breakout sessions available, each Summit location will need to have multiple internet enabled devices with cameras and microphones so participants can break into groups
- A tripod for recording equipment will result in better video recordings
- A camera set up in the room to record the in-person Summit will offer great content we can use after the event to tell the story of what happened
- Consider assigning someone as a photographer to take photos throughout the event

Summit Host Toolkit

Event Host Planning Timeline-What to expect

Apply to host
Invited to host
Sign agreement
Submit schedule
Submit budget ([Template](#))
Submit creative, logo, images

Checklists, including talking points

Pre-Event

- ☐
- ☐
- ☐

Day of Event

- ☐
- ☐
- ☐ Talking points:
 1. PA Core Values + [User Conduct](#)
 2. Ice breaker
 3. Upcoming events
 4. Joining HQ and downloading app
 - 5.
 - 6.

Post-Event / Follow-Up

- ☐
- ☐
- ☐

Below are a series of tools, templates, and suggestions for planning a successful Summit. This is a living document that will evolve as we learn, so if you have suggestions or tools to add, please email us at team@planeteeralliance.com