



# FESTIVALS

## THIRD GOAL TOOLKIT

A festival consists of a group of RPCVs sharing their host cultures with the American public through table displays from their countries and demonstrations of cultural traditions such as songs, dances, or games. We hope you find these best practices useful.

### Checklist – 6 weeks prior to event:

- ☐ Determine your target audience: This could be the general public, prospective Volunteers, RPCVs, youth, children, or service clubs and organizations.
- ☐ Find a location: You can explore working with local schools, libraries, service organizations, or churches to offer space and tables for free.
- ☐ Choose a date that does not conflict with religious holidays. Is there a cultural event or Peace Corps event that you can tap into?
- ☐ Choose a time of day that will attract the largest crowd. Invite local RPCVs and interested locals from host countries to participate. You may want to include countries from many parts of the world to widen your scope of cultures and geographies.
- ☐ Inform your local Peace Corps recruiter of your event. [Find your recruiter](#) by entering your zip code.
- ☐ Ask friends to help you form an event crew and delegate tasks.

### Checklist – 4 weeks prior to event:

- ☐ If you would like, [register your event with](#) Peace Corps to help us determine our domestic impact.
- ☐ Create an attendance registration page. There are many free web-based services for managing attendees.
- ☐ If you plan to take and share photographs or videos of the event, make sure you get permission to share images of attendees publicly.
- ☐ Market your event to your community and desired attendees. Some ideas for marketing are emailing your listserv of RPCVs or local RPCV group, writing announcements in a local newspaper, working with local schools or community groups, hanging fliers at local businesses, and posting to social media. Include video content from the [Peace Corps Youtube channel](#)

### Checklist – 2 weeks prior to event:

- ☐ Confirm RPCV participants to help at event and display at tables.
- ☐ Gather materials to display at your country table. This could include cloth or fabric, photos, artifacts from daily life, snacks, clothing, games, etc.
- ☐ Create table tents with RPCV name, country name and flag for each table represented in festival.
- ☐ Confirm availability and roles with your event crew - including set up, clean up, audio/visual point person, photographer, and registration table.

Contact Peace Corps: [rpcv@peacecorps.gov](mailto:rpcv@peacecorps.gov)



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## Checklist – 2 days prior to event:

- ☐ Make sure your event helpers are available and know their roles.
- ☐ Send email reminder to attendees who have registered for your event.
- ☐ Double check all materials for the event.

## Checklist – Day of Event:

- ☐ Set-up helpers should arrive 60 minutes prior to start of event.
- ☐ Volunteers staffing country tables should arrive 30 minutes prior to event.
- ☐ Have a photographer on hand to capture photos of the event.
- ☐ Make sure every attendee has checked in at the door and signed a media authorization agreement.
- ☐ Utilize social media posting information and photos on social media to continue promoting your event.

## Checklist - 2 weeks after Event:

- ☐ Say “thank you” to the venue and volunteers.



## Spread the Word:

Utilize social media by tweeting and posting photos on Twitter, Instagram, and Facebook prior to and during your event to continue promoting your event and boosting attendance. Relevant tags and hashtags are

- @PeaceCorps
- @PCThirdGoal
- #RPCV
- your RPCV group account

## Additional Resources:

[Presentation Tips](#)

[Peace Corps Facts Sheet](#)

[Peace Corps Presentation Template](#)

[Peace Corps Media Library](#)

We would love to see how your event went. Submit photos and video of your event with captions and descriptions to the [Peace Corps Media Library](#).



Please note that unless the event is organized and led by Peace Corps staff, it is not an official Peace Corps event. Use of the Peace Corps logo is not permitted.

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