

Sparkles4CASK

How to organise your living advent trail

1. Find 24 volunteers to decorate a window in a walkable area. A village is a perfect place, a road, an estate.
2. Determine what dates people can't do - holidays, birthdays etc
3. Gather addresses if you don't already know them - this could be done via a form, email, messenger WhatsApp etc
4. Put all the names and addresses into a spreadsheet and organise your names and addresses against the 24 numbers
5. Mark locations on a map
6. Contact all your volunteers to check they are ready and know their numbers and how it all works.
7. It's useful to set up a planning Facebook group just for the volunteers. The organiser can post each days window and some YouTube videos on how to create a window along with some Pinterest links with inspiration.
8. To promote the event, set up a Facebook page and event for the trail and post daily with facts about advent, what the trail is, why you're doing it, some information about CASK and the charity and lots of links to the donation page on the website.

N.B. Have social media posts pre-prepared for each day. Post in local groups and on your personal page. Put the donation link in every post and tag CASKresearch. Use the hashtag #sparkles4cask so we can see share everyone's events.

9. Contact local newspapers to see if they want to run a story on the event.

10. Make maps available in the local post office and a collection tin put to the side for any donations.
11. Mention the trail to everyone you meet.
12. Don't forget to thank your volunteers after the event!

Organising events are more fun together. Get a group of your friends to form a 'committee' and delegate jobs. Meet every few weeks somewhere social. We advise to sort organising the event from the beginning of October.

You don't have to be a CASK parent to organise an advent trail. Our first ever living advent trail was done by one of our trustees whose childhood friend has a daughter with MICPCH. The child lived 100 miles away but still captured people's hearts.

