

# WORLD DANCE PARTY TOOLKIT



*Show up, get down*

Created by the World Dance Party Seattle Planning Team  
With Support from the Neighbor to Neighbor Fund

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## INTRODUCTION

The idea for World Dance Party surfaced at an Aging Your Way Gathering, organized by Senior Services, an organization in Seattle. The gathering was part of a project designed to capture people's input on an ideal community for everyone to grow old in, as well as inspire citizens to actions to improve their neighborhoods. One theme that arose was the lack of connections between elders and young people, and between neighbors of different ethnicities. One idea that came up was a fun multicultural dance and potluck.

The idea is very simple: It's a big party lasting about three or four hours, usually held at a community or senior center. Eight to ten dance instructors teach mini-lessons of about 15 minutes each, and everyone gets up and dance. It's a potluck so everyone brings a dish to share. There is no fundraising or lectures. Just food, dance, and fun. That's it. We have now held several World Dance Parties, each one attended by 150 to 250 people! They are fun and bring diverse neighbors together and build community like nothing else can.

This toolkit is to help you put together a World Dance Party in your city/neighborhood. We would love to see World Dance Party spread all over the world. Please feel free to use the templates and suggestions in here. There are sample budgets, press release, program schedule, sign-in sheet, donation solicitation letter, and ways to outreach.

By no means is this toolkit comprehensive. You are more than welcome to change things, as long as you make the event welcoming and accessible to everyone. Good luck, and if you need help, please feel free to contact us at [worlddancepartyseattle.org](http://worlddancepartyseattle.org)

## PRINCIPLES OF WDP

Anyone can throw a party, but to throw an awesome World Dance Party, we follow these principles:

**Everyone has fun:** Everyone is stressed out enough about work, school, life, family, etc. WDP should be an event that energizes people and gives them an outlet to know their neighbor in a relaxed setting. Whatever you can do to make the event fun will go a long way. See the section on how to make it fun.

**Everyone contributes:** WDP is about building community. Finding ways for people to contribute will make them feel invested in the event and in the community. Food is an important part. Even those who have limited English skills can contribute through bringing a dish to the potluck. Those who can teach a dance can contribute that way. Everyone else can volunteer for various tasks.

**Everyone is accepted:** WDP should be a place where everyone can feel welcome and connected to their neighbors, regardless of their culture, race, ethnicity, age, gender, religion, political view, sexual orientation, profession, etc.

**Everyone dances!:** WDP is different from most multicultural dance event in that people are not just sitting and watching dances, they are actively participating, regardless of their ability to dance. Have your MC set up that tone right away.

**WDP is multicultural:** WDP is a great way for neighbors of different backgrounds to get to know each other. Try to have dances from as diverse regions of the world. Connect to ethnic-based organizations to get them involved.

**WDP multigenerational:** There is something wonderful about seeing youth and elders and young adults and parents and kids all dancing together. That's what a community should look like. Make sure people understand that kids are welcome, as many events tend to exclude them.

**Keep it simple:** You may be tempted to use the event to raise money for a good cause, or to give a presentation on various cultures or issues. One strength of WDP, however, is reflected in our unofficial tagline: "No fundraising, no programming, just food and dancing and community." Avoid presentations and any form of fundraising. WDP should not be a place for presentations on serious issues, as important as those issues may be.

## GETTING STARTED: THE FIRST PLANNING MEETING

First, get a core group together who are excited about the idea of a giant multicultural dance party and potluck. Schedule a meeting. Try to keep in mind that some people may not be able to meet during the day due to work or other obligations.

At your first meeting, it's important to spend some time getting to know one another, as you'll be spending lots of time together. We recommend doing an icebreaker at the beginning of each meeting, at least for the first three. Here are some that we found to be effective:

- **Speed Date:** Have people mingle. Tell them you'll give them different topics to talk about and that they should keep talking until you tell them to switch. Say "The first topic is, what is your favorite movie, and why. Go!" After a minute or so, say "Switch! Next topic, if you could become any sort of animal, what would you be?" After that say, "Switch! Next topic, if you could have a superhero power, what would it be?" Be creative with the topics. After several switches, have people sit down and introduce themselves and one interesting thing they learned about someone they talked to.
- **Identity Switch:** Have people up and mingling, talking one-on-one with each other. They must answer these three questions 1. Their name 2. Their favorite food 3. An instrument they play or always wanted to play. They get to talk until you say "Switch," which you should do about every thirty seconds. At this point, they will switch identity with whoever they just spoke with, and they will go and talk to someone else, using that last person's answers. Tell people that if they forget an answer, to just make something up. After about four or five rounds, tell them to switch identity for the final time and sit down. Go around the room and have people introduce themselves as their latest identity. Have the actual person confirm if the answers are accurate. Usually, after several switches, the answers change a lot, and it's often hilarious.
- **Card Switch:** Hand out index cards or post-it notes. Have each person write down their favorite icebreaker question, or just any question that they might ask someone when getting to know them. When everyone is finished, have them mingle and talk to people, asking the question on their card. When you say "switch," they switch card and go and continue going around the room. After several rounds, have them sit down and introduce themselves and anything interesting they learned about people.

After the icebreaker, designate a note-taker, and continue with the agenda, which might include:

- When to hold the event (should be at least three months out; see sample timeline section to help you)
- Potential places to hold the event;
- Organizing structure (roles and responsibilities, see next section);
- What other organizations to involve (see outreach section)
- Brainstorm a list of dance instructors the group already knows

It is also important to determine a regular planning meeting time and place. We recommend a consistent schedule, such as "every third Thursday of the month at 6pm for the first four months, then bi-weekly meetings for the last two months."

Make sure people sign-in with their names, email, and phone number so that you can send them the notes and organize the next meeting.

## PLANNING COMMITTEE

You will need a team to put the event together, especially the first one. After a while, you start developing skills and become more efficient. Here are some of the roles that we had. Everyone should try to help out in recruiting instructors, volunteers, and guests, but it's nice to have one person cracking the whip on different things to keep everyone accountable. Leads should try to recruit a couple of people to help them out. If your committee is small, each person may have to take on more than one role, though we recommend you recruit at least 6 to 8 people. You may have more or fewer roles or use a completely different organizing structure:

**Chair, or “WDP Supreme Exalted Grand Poobah”:** Facilitates the meetings. Reminds people of meetings. Makes sure all the coordinators are doing their work. Is quoted by the media. Settles fist-fights.

**Note-taker:** Takes attendance and notes, usually on a laptop, and send them out quickly so people know what their tasks are.

**Food and Drinks lead:** Coordinates the potluck. Purchases utensils, supplemental food. Buys drinks. Obtains alcohol serving permit (this can be obtained at any liquor store in Washington a few days in advance; it may be different in your state). Labels food in case anyone has dietary restrictions.

**PR lead:** Designs flyers, postcards, and other outreach materials. Writes press releases. Connects to local media such as newspapers, community blogs, radios, etc. Coordinates efforts to ensure there is a good turnout. Coordinates with Volunteer coordinator to manage Dance Ambassadors.

**Partnership lead:** The event is most successful when you can get other organizations to help out as sponsors. This person reaches out to different nonprofits and businesses to build bridges.

**Volunteer coordinator:** Recruits volunteers for various volunteer position (see section on volunteers). Confirms with volunteers the week before event. Manages volunteers on the day of the event. Keeps track of volunteer hours. Send thank-you notes to volunteers. Coordinates with PR lead to manage Dance Ambassadors.

**Program lead:** Recruits and organizes dance instructors. Finds a DJ. Confirms with instructors before event and on the day of. Makes sure instructors have their music ready to go (and appropriate for the audience). Serves as “stage manager” on the day of the event, making sure instructors know that they're teaching in five minutes, etc.

**Decorations lead:** Ensures the room looks awesome. Purchases glowsticks and other things to make the event fun and lively.

**Funding/finance lead:** Writes grants, solicit donations/sponsorships, keep track of spending, calculates value of in-kind donations

## OUTREACH

Your Partnership Lead should spearhead the effort to reach out to nonprofit organizations, businesses, and community leaders to get them involved in this effort. It is a community event, and the more people who are invested, the more successful the event will be. Keep in mind that not everyone will be able to participate the first time, or to the same degree as others. Finding ways for each person or organization to contribute however they can will help to build community, and perhaps in the future, they can increase their involvement.

**Organizations:** At one of your first meetings, sit down and brainstorm a list of organizations that you think would be great to help put on a WDP. These organizations may include:

- Neighborhood councils
- Your local chamber of commerce
- Ethnic-based nonprofits
- Youth-focused nonprofits
- Elderly-focused nonprofits
- Faith-based organizations
- Churches, temples, synagogues
- Senior Centers
- Community Centers
- Schools

Emailing their Executive Director or leader a quick note such as “Dear xxxx, a group of neighbors are putting together a multicultural/multigenerational potluck and dance party. The event will take place on \_\_\_\_\_ from \_\_\_pm to \_\_\_pm at the \_\_\_\_\_ Center. Its goal is to get neighbors to get to know each other in a fun setting. There is no fundraising or agenda for this event. I am writing to ask if the XYZ organization would consider being a sponsor. There is no financial commitment, though we gladly accept small sponsorships (see attached form). As a sponsor, you commit to helping spread the word about the event, sending at least one volunteer to help out on the day of the event, and allow the usage of your organization’s name on marketing materials. We would also love help in planning this event if possible, though we know your organization has limited time. Your involvement, in any capacity, is much appreciated. Thank you so much for your consideration. Please let me know if you have any questions.”

**Businesses:** Businesses often make great partners/sponsors. They can donate food (see sample solicitation letter in the Appendix), or send volunteers to help out on the day-of.

**Politicians:** Invite your Mayor, Councilmembers, and other political leaders. Try to do it way in advance, and they might even show up!

**Individuals:** The best way to have people show up is through one-on-one contact.

- Have everyone commit to emailing all their friends and posting on Facebook.
- Create an event page on Facebook.
- Post flyers around neighborhood bulletin boards.
- Create quarter-page flyers and have all planning committee members keep them on them at all times.
- Business card “mini-flyers” also work, and they’re cheap or free on vistaprint.com
- Have all organization “sponsors” post on their website and send out to their mailing list.
- Remind people constantly. Get the energy up! If you’re excited, they will be too.

## **MEDIA**

Two or three months before the event, brainstorm a list of potential media that you want to invite and start reaching out to them. Some of them may even be willing to be listed as a sponsor.

- Local newspapers
- Community newspapers
- Alternative newspapers
- Ethnic newspapers and radio stations
- Local TV news stations
- Local radio stations
- Community blogs

Have your PR lead draft a press release (see sample in Appendix) and email it out to the above. Usually the media prefer things about three or four weeks before the event. Email them to find out. Having publicity before the event will help increase the attendance, but absolutely nothing beats one-on-one recruitment to get people to attend.

## TIMELINE/WORKPLAN

Here is a sample timeline/workplan. You can condense the time as appropriate for your committee. We've planned WDP's on a three-month timeline. We don't recommend any shorter a timeline than three months. For the first one, you may want to give yourself plenty of planning time. Feel free to change things around.

	Chair/planning committee	Partnership	PR	Funding and Finance	Program	Volunteer	Decorations	Food and drinks
<b>6 months before event</b>	Convene committee Determine date and potential locations. Research locations Determine budget Determine roles							
<b>5 months</b>	Finalize date/location Brainstorm potential community partners Determine timeline, workplan	Reach out to local community-based organizations	Design flyer (find a volunteer) Design postcards Invite the Mayor and other VIP's (they need lots of notice)	Start finding potential grants		Determine volunteer roles		Research and obtain the right alcohol permit
<b>4 months</b>	Brainstorm potential dance instructors	Reach out to local community-based organizations	Finalize flyers/postcards Continue inviting guests Start designing T-shirts, if you decide to have them.	Submit grants Write letters to local businesses for donations of food/door prizes, sponsorship etc.	Recruit instructors	Start recruiting volunteers		Obtain alcohol permit!
<b>3 months</b>	Start putting event agenda together Start developing list of volunteers needed	Reach out to local community-based organizations	Send out Save the Dates Re-invite VIP's Make T-shirts	Write letters to local businesses for donations of food/door prizes, sponsorship etc.	Recruit instructors Recruit DJ	Recruit volunteers	Come up with decoration scheme	Obtain alcohol permit!!!!
<b>2 months</b>	Check in with all leads to make sure things are on schedule	Remind organizations to put up event on their website	Send out flyers Draft up press Release for review. Start developing rapport w/ local media		Recruit instructors	Recruit volunteers. Recruit Dance Ambassadors.	Start buying stuff for decorations, such as balloons. Order glowsticks in bulk.	Seriously, you need to get that permit. Coordinate with Partnership Lead to get free refreshment
<b>1 month</b>	Finalize agenda for the event. Create evaluation survey Check in with all leads Plan addition meetings if needed	Remind organizations to send out invite to their mailing list	Send out press release Distribute T-shirts to volunteers.	Personally invite grantors to event	Finalize list of instructors	Recruit volunteers. Especially important are bartender, registration help, photographer, MC		Find volunteer(s) with a bartending license, if you plan to have alcohol
<b>2 weeks</b>	Heavy focus on outreach		Remind local media			Recruit volunteers Confirm with volunteers	Purchase last-minute decoration items	
<b>1 week</b>	Heavy focus on outreach		Send out reminder email to potential		Remind instructors Remind DJ	Remind volunteers. Confirm with Dance Ambassadors.	Purchase last-minute decoration items	Buy plates, cups, utensils, drinks
<b>Day of</b>	Make sure everyone is doing their work Have at least one person go do video "mini-interviews" with event attendees		Put up signs and balloons outside of center	Pay DJ (if paying)	Remind instructors	Remind volunteers Show up early to orient volunteers	Show up at least two or three hours early with volunteers o decorate place	Set up food table. Set up drinks table. Make labels of potluck food as people bring them in
<b>1 week after</b>	Analyze eval survey Organize feedback session/Celebration Send email with links to pics to attendees	Send thank-you notes and any links of pics to sponsor orgs	Draft up press release reporting on event and send out to media	Account for all expenses and donations; prepare reports for funders	Send thank-you notes to instructors. Get feedback	Send thank-you notes to volunteer, get feedback		Thank donors of free refreshments/food

## BUDGET

Here's a sample budget for a WDP event. Costs can be substantially reduced by obtaining donations.

Item	Cost	Notes
Venue	\$500	Usually donated or substantially discounted
Building Attendant/custodian	\$250	May be difficult to get donated
DJ	\$350	See if a local DJ can do this pro-bono or give a discount
Printing for flyers, mini-flyers, business cards	\$200	Print-shops might give a discount or waive this if you list them as a sponsor. Vistaprint.com does business cards for free (with their logo on the back)
Food/utensils	\$100	The majority of the food will be potluck. Use this fund to get utensils and some "Starter foods" and refreshments
Alcohol permit	\$20	
Decorations/glowsticks	\$100	Balloons, banners, etc.
Alcohol	\$300	This cost is usually recovered by selling the drinks at \$3 for wine and beer, \$1 for sodas. You must get the right permit in order to sell alcohol. The right permit may take several months to get, so do this early.
<b>Total</b>	<b>\$1830</b>	
Total with in-kinds	Less than \$1000	You can put on a pretty good WDP for 150 to 300 people for about \$1000 or less!

### In-kind accounting

Make sure to account for your expenses, sponsorships, as well as in-kind donations. Check with your local United Way to see how much volunteer time is usually valued at. In Seattle, volunteer time is usually counted at \$20 per hour. For example, if you get 10 volunteers to donate 5 hours each on the day of the event, that's 50 hours x 20, or \$1,000 of in-kind donation. Count all the time the planning committee spent planning and working on this event. These numbers are great to when you're writing reports for grants, or applying for funding for the next World Dance Party

## MAKING IT FUN!!!

WDP should be a fun event. Here are some tips to kick up the energy and make sure people come back for the next one. Feel free to use any, all, or none of the following suggestions:

- Glowsticks. Buy bulk glowstick bracelets online or at a dollar store and hand them out to people after they sign in. It'll motivate them to sign in. If it's dark enough outside, turn off the lights and tell people to wave their glowsticks.
- Decorations. Have balloons, lanterns, and other decorations to make the space look festive. Avoid flags, which sometimes can be controversial depending on the country.
- Give volunteer time to enjoy event. Have volunteers divided into shift so they have time to dance too.
- Have icebreakers and energizers. The MC's may want to start with an icebreaker activity, something that will get people up and moving. We always do a simple warm-up dance where an instructor leads everyone to begin by wiggling one finger at a time, then a hand, then two hands, then two arms, etc.
- Listen to music when you're setting up/cleaning up. Get volunteer in the mood for the event by having dance music during set up.
- Have something for every age. Have dances for kids, for seniors.
- Have strobe lights/disco balls.
- Have appropriate lighting. Make sure the lighting is not too harsh. Low lights make people feel less self-conscious.
- Have a photobooth. They're expensive to rent. Find a computer-savvy volunteer who can make one using a laptop and printer and a software such as <http://sparkbooth.com/>
- Keep planning meetings fun. Bring snacks. Start with icebreakers. Teach a dance.
- Celebrate afterward. Go out to happy hour after the event to celebrate.

## ENGAGING VOLUNTEERS

Your volunteer coordinator should be someone with great people skills. Constant communication with volunteers before, during, and after the event is critical to putting on a successful event.

Recruit volunteers at least a month before the event. Youth groups are excellent sources of volunteers, along with senior centers. You will need logistical volunteers (see the sample volunteer tasks list in the Appendix).

Just as importantly, however, are outreach volunteers. In order to make this event a well-attended one, consider recruiting a team of at least 15 WDP DANCE AMBASSADORS (DA). Each DA is responsible for bringing at least 10 people to the event. Not invite 10 people, but actually bringing ten people. If all the DA's do their job, you will have at least 100 people for sure.

In order for Dance Ambassadors to be successful, they need the tools to do their work, as well as a fun environment. Have a meeting of all DA's so they can get to know each other. Brainstorm a list of groups, individuals, and events and divide them among different volunteers. For example, some volunteers may tackle different farmer's markets, while others flyer at local libraries, etc. Make sure they each have a stack of flyers when they leave the meeting. And have food at the meeting.

You may also consider getting WDP T-shirts for all volunteers. It is a great way to recognize them while getting the word out about WDP.

After the event, make sure to thank all volunteers personally with an email or thank-you card. If you can get a local restaurant to donate food or refreshments, having a volunteer-appreciation event may be a good way to acknowledge volunteers. Having humorous awards that recognize each volunteer's unique personality is also fun and keeps volunteers engaged.

## EVALUATION

Having a simple survey may help to both improve the event for the future, as well as collect useful data you can use to apply for grants. Here's a sample survey below. Ask a volunteer to be in charge of making sure event-goers are filling them out. You may want to set up a table near the door so that as people leave, they can be sure to fill out the survey.

### World Dance Party Survey

Thank you for attending WDP! We hope you had a good time. To make the event better, please take a minute to fill out this survey and drop it off at the registration table. Thank you!

	Strongly Agree	<	>	Strongly Disagree
1. I made some new friends because of this event	5	4	3	2 1
2. I was exposed to a new culture through this event	5	4	3	2 1
3. I feel more connected to my community because of this event	5	4	3	2 1
4. I feel more connected to my neighbors because of this event	5	4	3	2 1
5. I feel happier because of this event	5	4	3	2 1

How did you hear about World Dance Party? \_\_\_\_\_  
\_\_\_\_\_

What did you enjoy most about World Dance Party? \_\_\_\_\_  
\_\_\_\_\_

What can we do to make the next WDP even better? \_\_\_\_\_  
\_\_\_\_\_

Would you like to be involved in planning the next WDP? If so, please leave your name, email, and phone number: \_\_\_\_\_  
\_\_\_\_\_

Thank you! Visit us at [worlddancepartyseattle.org](http://worlddancepartyseattle.org)

## MISCELLANEOUS STUFF

- Be aware of important religious and cultural holidays
- Have people label their dishes they bring as “vegetarian,” “vegan,” and “contains pork” as appropriate. Many cultures and religions have dietary restrictions, so labeling is helpful and appreciated.
- Have volunteers take pictures and videos. Have someone in charge of pulling event-goers aside and interviewing them on video about how they heard about the event and what they enjoyed about it. These video testimonies are excellent for outreach for the next event.
- Throughout the night, you may have unscheduled people requesting to teach a dance. This is great and should be encouraged. It adds a lot of energy and keeps people coming back.
- Dance instructors should not only be a good dancer, but a good teacher. We have had instances where there are some great dancers who have amazing steps, but they do not have experience teaching. It has resulted in confusing (and sometimes amusing) dances. Good instructors must be able to break down steps slowly to ensure the audience can follow.

## FREQUENTLY ASKED QUESTIONS

### **Question 1: Since this is a family event, should we serve alcohol?**

We think of it kind of like a wedding, where there are kids, but there is also alcohol, and everyone acts responsibly. It also depends on the venue; some community or youth centers, for example, may not allow alcohol, so ask them before you commit to using their space. We have had alcohol at five of the six WDP's so far, with no issues. If you have alcohol, make sure you get a volunteer with a bartending license. Train this person to check everyone's ID to ensure no minors are served alcohol.

### **Question 2: How do we get dance instructors?**

There are tons of people who know a dance well enough to teach for 15 to 20 minutes. Among your friends, there are several. You do not need expert dancers, but rather people with high energy who know the basics and can break down the steps. The best instructors know how to teach the basic steps. We've had instructors who are great dancers but they forget people are at a basic level. Make sure to tell your instructors they must slow down and explain each move, especially for complicated partner dances such as Tango, Swing, or Salsa. Some dances, people just follow along and have a great time. You may also want to contact dance companies or clubs and see if they're willing to contribute their time; it may also be a good way for them to promote their organization as well.

### **Question 3: What kind of dances have you had?**

All sorts! At each WDP, we try for geographic as well as generational diversity in dances. We have had:

- Hip Hop
- Bhangra (a high-energy dance from the Punjab region)
- Tinikling (a Filipino dance with two sticks)
- Eastcoast Swing
- Line Dancing
- Disco
- Bollywood
- Scandinavian
- Israeli dancing
- Japanese
- Tennessee Waltz
- Salsa
- Merengue
- Zumba (not really a traditional dance, but the crowd loves it)
- West African
- Belly Dancing
- Socca Reggae
- Ballroom

We are also trying to get:

- Greek
- Arabic
- Cumbia
- Bachata
- Tahitian
- Hawaiian
- Vietnamese
- Cambodian
- Thai
- Persian

**Question 4: Should we pay dance instructors?**

No. In the past, we provided instructors with a small honorarium of \$50. But we found out that most instructors would be glad to teach for free. It's a community-building event, so people are generally glad to contribute in terms of time, or food, or other ways.

**Question 5: If we make money, where should it go?**

Chances are, at the party you will get requests for more WDP's! While they are fun, they do take some funding to put on. Save whatever funds you receive in donations or the sale of alcohol (if legal in your state) and use them to put on another WDP.

**Question 7: What music should we have?**

Since your audience will likely be very diverse, have a variety of different music from different generations and cultures. Do not lean too heavily in any directions, for example playing too much current hip-hop. Also please be sensitive to lyrics to ensure they are appropriate for everyone who attends, including families with small children.

**Question 8: how do we select the dances?**

Make sure to have strong cultural and geographic representation. We also try to have at least one Latin dance, one Asian dance, a dance from North America, one from Europe, one from an Africa, etc. Also have a good variety of dance types: circle dances, couples dance, line dance. Having one or two couples dances can be fun, as it forces attendees to closely interact with new friends. However, more than two may cause awkwardness!

**Question 9: How do we determine the date?**

Friday evenings are usually best, since people will be in a good mood. A lot of your decision resides on the availability of various venues. Make sure to check also that your event does not conflict with religious or cultural holidays.

**Question 10: How do we select the venue?**

Chances are your neighborhood has lots venues available. Determine how big you want to make this event. 100 people? 250? Also determine if you want to serve alcohol, as that may limit your venue choices too. Approach the various spaces in the community and see if they would like to partner to host this event. Partnering venues may waive or substantially reduce rental fees.

**Question 11: Where do we find funding?**

It does not take a lot of funding to put on a WDP. You can get a really good party together for about \$500 to \$1000 if you get a lot of in-kind donation in venue, DJ's, etc. Plus, the food is all taken care of by the potluck. Still, you need some funds to cover decorations, perhaps eating utensils, maybe custodian time. Look for small grants designed to increase interaction between neighbors, increase cultural understanding, etc. You may also want to approach local businesses to see if they would like to sponsor your event.

## Appendix A: Sample Press release

Contact: John Smith  
John.smith@email.com  
Cell: (206) 123-4567

FOR IMMEDIATE RELEASE

### World Dance Party: Show Up, Get Down!

SEATTLE, WA (August 13, 2010)—On November 6<sup>th</sup>, 2010, from 6:03pm to 10:17pm, the Southeast Seattle Senior Center (SESSC) will be hosting a multicultural/multigenerational dance party. The event, free to the public, will include mini-lessons on various dances, including salsa, meringue, hip-hop, disco, Bhangra, and other dances, followed by all-out dancing. The project is a collaboration between several diverse Seattle organizations to build community and highlight 98118 as the most diverse zip code in the nation.

“This is a fun way for people of all ages and ethnic backgrounds to get together,” says Shan Ottey, one of the event organizers. “There are so many things that divide us. Even though there is a lot of diversity in Seattle, people don’t always mingle.”

The idea for the event surfaced at an Aging Your Way Gathering, organized by Senior Services. The gathering is part of a project designed to capture people’s input on an ideal community for everyone to grow old in, as well as inspire citizens to actions to improve their neighborhoods. One theme that arose was the lack of connections between elders and young people, and between neighbors of different ethnicities.

“I’m looking forward to learning this Pop and Lock thing that the kids are talking about,” says Joanne Donohue, another organizer, who recently celebrated her 50<sup>th</sup> birthday. “We’re going to get some youth to teach us a few moves.” Donahue will be helping out with a lesson on Disco.

The Census recently designated 98118 as the most diverse zip code in the US, with over 60 different languages spoken. Local events often feature a host of colorful performances, but there are few where participants actively learn and share their cultures. At the end of World Dance Party, partiers will leave having tried several different dances.

The Southeast Senior Center is located at 4655 South Holly Street (at the intersection of S. Holly and Rainier Ave S.) The event is free of charge and open to the whole family. A dish to share would be much appreciated. Beer, wine, and non-alcoholic drinks will be served; donations gladly accepted and will go to Southeast Seattle Senior Center.

The Dance Party is a collaboration between SeaMar, the Vietnamese Friendship Association, the International Drop In Center, ReWA, East African Community Services, Horn of Africa Services, Chinese Information and Service Center (CISC), Campana Quetzal, Southeast District Council, Rainier Chamber of Commerce, Somali Community Service of Seattle (SCSS), Filipino Community of Seattle, The Service Board (TSB), Asian Counseling and Referral Services (ACRS), Afro-Moves Learning Institute, Southeast Seattle Senior Center, Senior Services, and funding from Department of Neighborhoods Small Sparks Program.

###

## Appendix B: Sample solicitation letter

Organization  
Organization's Address  
City, State, Zip

Date:

To Whom It May Concern:

Southeast Seattle is one of the most diverse neighborhoods in America, full of culture, ethnic traditions, and strong community ties. The World Dance Party aims to bring these communities together through celebration and dance. The mission of the World Dance Party is to bridge cultures and build bonds that will create a stronger community, one dance party at a time.

To date, there have been three World Dance Parties, attended by well over 350 people. These events, funded by the Neighbor to Neighbor Foundation and the Department of Neighborhood Small Spark grant, are free and open to everyone and give individuals a chance to celebrate their own cultures and learn of others' cultures.

I would like to personally invite you to participate in the World Dance Party coming up on Saturday, October 1, 2011 from 6:03 – 10:17pm at the Southeast Seattle Senior Center (4655 South Holly Street). At this event, participants learn five or six world dances in fun mini dance lessons. This year, we have line dancing, Hawaiian, Jewish, Salsa, and West African. Past dances include Hip Hop, Merengue, Disco, Chicago-style stepping, Bollywood, and Filipino, to name a few.

All of these events are a collaborative effort by several local area agencies – ranging from non-profits to local district councils (please see the attached flyer for the complete list).

**The WDP Planning Committee is currently looking for in-kind donation items to serve as door prizes at the upcoming World Dance Party. We would be grateful for any items your organization could contribute to this community event, such as gift certificates to your establishment. We would be more than happy to pick up. Food/refreshments are also always appreciated, as well as volunteers.**

Thank you for your contribution to this community-building event. Please contact me at [john.smith@email.com](mailto:john.smith@email.com) or (206) 123-4567 if you have any questions or would like to make a donation.

Sincerely,

John Smith  
Chair

## Appendix C: Sample Program Schedule

Here's an example of what your night might look like. Feel free to change things around. Be flexible, as some instructors may not show up on time, or may have technical difficulties. You may also have event-goers so moved by the energy that they want to teach a dance. Let them. Being open and flexible and having fun is the key to a great event.

**6:20** – 6:30 (Welcome, thank you's and introductions): **MC Magnus**

**6:30** – 6:40 (Icebreaker: Shaking and laughing): **D'Vorah**

**6:40** – 7:00 : **Kathy** (Hawaiian)

**7:05** – 7:25: **Yoshi** (Hip hop)

**7:30** – 7:50: **Carmen** (Salsa/Merengue)

**7:50** – 8:10: **Ankita** (Bhangra)

**8:10** – 8:30: **Ann/Sliders** (Line Dance)

**8:30** – 8:50: **D'Vorah** (Israeli)

**8:50** – 9:10: **Magnus** (W.African)

**9:10** – **All-Out Freestyle Multicultural Dancing!!!**

### Appendix D: Sample Volunteer Task-List

Volunteer Role	Responsibilities	Number	Volunteer Names
General Volunteer Coordinator	All volunteers check-in @ 5:45 pm or 10-15 minutes before they begin volunteer job Give orientation	1	
Food & Beverages Volunteer Coordinator	Volunteer servers for the food and bar check-in with Joanne	1	
Music	Setup music, DJ, strike	2	
Room Setup & Decorations	Decorate room, setup chairs, tables, food buffet, bar, and check-in table Drivers - pickup & deliver donated food items as needed	4+	
During Event:			
MC	Start the dancing program with welcome & thank you Announce & introduce mini-dance lessons and instructors	2	
Registration Table	Meet and welcome people as they arrive Collect people's contact information/sign-in sheet Pass out glow-bands & thank them for coming	3	6:00-6:40
		3	6:40-7:20
		3	7:20-8:00
Ushers	Direct new arrivals to check-in table Encourage guests to participate in mini dance lessons Bring the energy by dancing with guests	3+	6-10 pm:
Food servers	Monitor food tables: keep them clean and replenish with food as needed.  Label dishes for vegetarians, vegans, dietary restrictions, etc.	2+	6:00-6:40
		2+	6:40-7:20
		2+	7:20-8:00
		2+	8:00-8:40
Bartender	Check ID's, serve drinks, collect donations	1+	
Photographer/videographer	Document event	1+	
Clean-up Monitors & Floaters	Fill in wherever needed – particular as Food Servers Monitor trash and cleanup as needed throughout the event period	3+	6-10 pm:
Cleanup	Set facilities back to normal.	5+	10-Midnight: <b>EVERYONE</b>

### Appendix E: Sample Sign-In Sheet

WORLD DANCE PARTY  
SIGN-IN SHEET

	<b>NAME</b>	<b>EMAIL</b>	<b>ZIP CODE</b>
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2			
3			
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