

Sponsor Committee Guide



TOWN MEETING '76 is a program of community involvement developed by The Institute of Cultural Affairs, a world service organization. The ICA conducts training, demonstration and research programs concerned with the human factor in world development. The **TOWN MEETING '76** format has been tested and refined in 47 diverse community settings.

The ICA is a not-for-profit corporation with tax exempt status registered in the State of Illinois.

The ICA has 101 offices around the world, 47 of which are located in the United States. Area centers are located in Bombay, Brussels, Chicago, Hong Kong, Nairobi, and Singapore.

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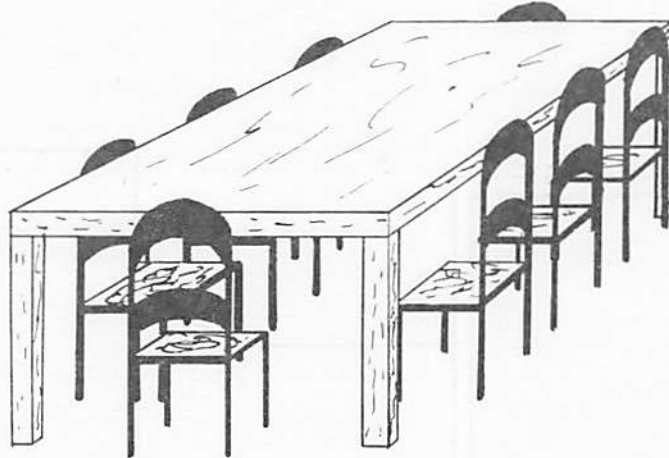
TABLE OF CONTENTS

SPONSOR COMMITTEE GUIDE

SPONSOR COMMITTEE GUIDE	
Sponsor Committee	5
STEERING COMMITTEE GUIDE	
Purpose	7
Role and Responsibilities	8
Sample Timeline	10
Community Support	12
Facilities	13
Financial Suggestions	14
Entertainment	15
Meeting Agenda	16
Celebrative Evaluation	17

In addition to this guide which is for the entire Steering Committee of the Sponsor Committee, there are under separate cover guides for each of the three suggested teams of the Steering Committee and a guide for the Local Coordinator.

SPONSOR COMMITTEE



Local communities in the American Revolution were challenged to look to the future and, as one people, to decide their common destiny. The Bicentennial comes at a moment when we, too, are being challenged to forge our nation's future. **Town Meeting '76** offers a way for local citizens to find effective ways to become involved in shaping their community.

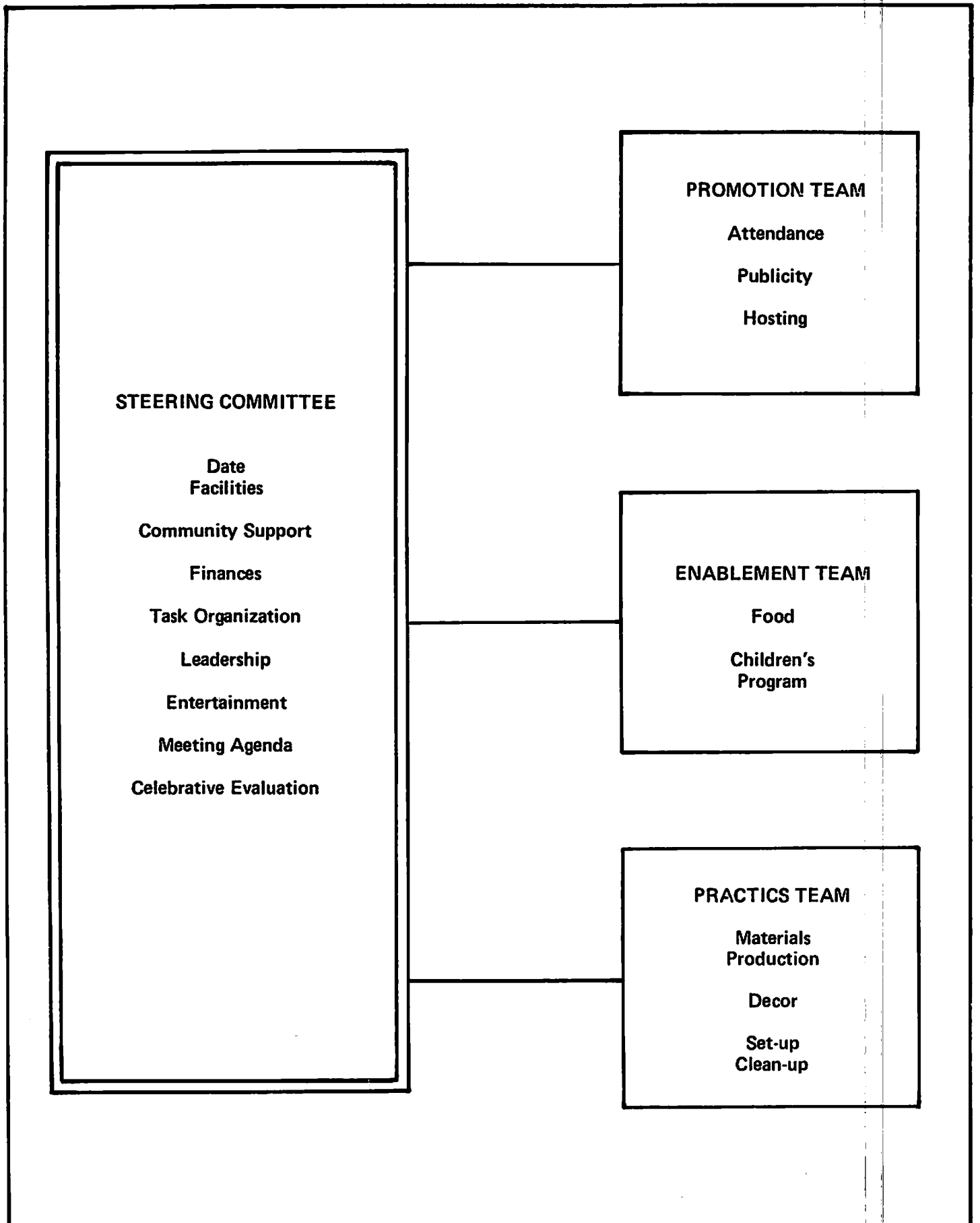
Your community will be participating soon with more than 5000 other communities in this nationwide event. A million Americans are celebrating the Bicentennial by deciding, from their local perspective, what challenges confront their country's future. The community then will propose the immediate steps they can take to respond to these challenges.

The Sponsor Committee for your Town Meeting will be made up of those interested groups and organizations which make up your community. It is important that each sponsoring organization participates in the Town Meeting in all or some of the following ways:

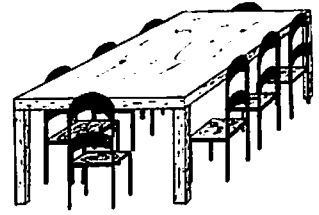
1. Guarantee a specific number of registrations from within their organization.
2. Conduct neighborhood registration drives.
3. Designate members to serve on the Steering Committee and associated teams.
4. Assume financial co-sponsorship.
5. Publicly go on record as supporting the Town Meeting by writing letters, speaking, etc.
6. Accept responsibility for one or more of the practical tasks of setting up the Town Meeting.

The success of the Town Meeting rests largely upon the effort of the Steering Committee made up of representatives from each of the sponsoring organization. The Steering Committee will meet weekly to insure that the various tasks necessary for the setting up of the Town Meeting take place.

STEERING COMMITTEE



PURPOSE



STEERING COMMITTEE

Many communities have found that a group of six to fifteen people, representative of the co-sponsoring organizations, is an effective way to form the Steering Committee. This Committee may be organized by agreement from within the co-sponsoring organizations or may be appointed at the time of an initial briefing or early planning session—but choose a method appropriate to your own community. The leaders of each team should also be included on the Steering Committee.

The purpose of the Steering Committee is to provide the initial impetus for organizing the Town Meeting and subsequently to coordinate and support the efforts of the various teams and planning groups.

DATE AND FACILITIES	Set date and secure facilities for the Town Meeting '76.
COMMUNITY SUPPORT	Invite community organizations to co-sponsorship meetings.
FINANCES	Design the local budget, secure the necessary funds and designate the treasurer.
ORGANIZATION	Convene all meetings, coordinate team and task force responsibilities, and monitor progress.
LEADERSHIP	Select the Master of Ceremonies, the workshop leaders and the scribes.
ENTERTAINMENT	Secure appropriate noon time entertainment.

ROLES AND RESPONSIBILITIES

THE STEERING COMMITTEE

You are it! In deciding to hold a Town Meeting '76 you have joined an ever-growing number of concerned citizens who have assumed responsibility for seeing that great Town Meetings happen. This will be a time of serious planning and action, but also a rewarding and pleasurable experience. There will be a thousand and one details to be dealt with and deadlines to be met as you go through the process of building community support, publicizing the event, insuring attendance, arranging for the practical needs and celebrating the day itself. Some of these tasks will require more time and effort than others to complete.



Consultants from The Institute of Cultural Affairs are available to work with your committee. One aspect of the support is the following guide which has been prepared for your use and is based on the experiences of many Town Meetings already held across the nation. Your own local circumstances and resources will result in variations in the way tasks are completed.

THE CO-ORDINATOR

Although the local Steering Committee as a whole should see itself as jointly responsible for the local enablement and planning of Town Meeting '76, experience of other communities has shown that this is best achieved where one or two individuals are seen as coordinators of the committee. The major responsibility of the co-ordinator is ensuring that tasks are being completed satisfactorily and on time. A sample timeline has been included for his use. The co-ordinator acts as a liaison between the committee and The Institute of Cultural Affairs.



THE ICA CONSULTANTS

During the planning of your Town Meeting, the ICA staff will check regularly with the local Town Meeting co-ordinator and will be available to consult on details when needed. ICA staff members assigned to lead your Town Meeting will arrive the day before bringing workshop materials and some decor. They will conduct a co-ordination and training meeting with the Steering Committee and leadership selected for the meeting on Friday evening.

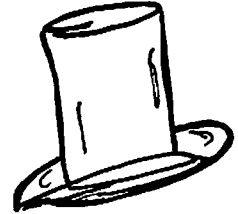


ROLES AND RESPONSIBILITIES

This is your Town Meeting. One thing this means is that people from your community are expected to help lead the day. To provide adequate time for preparation these leaders should be selected well in advance of the Town Meeting.

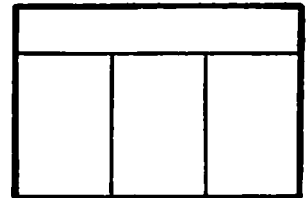
THE MASTER OF CEREMONIES

The Master of Ceremonies plays a unique and vital role throughout the Town Meeting day. He sets the mood and pace for the day. He links the sessions together, welcomes and introduces the participants and guests, and leads songs. For these reasons your choice of the Master of Ceremonies is an important one. Best suited for the role is a locally known resident who will convey an air of festivity and celebration to the day and who can join the Steering Committee in preparing for a great day.



WORKSHOP LEADERS

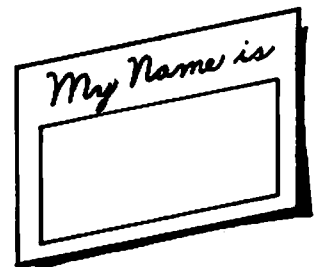
Four people will be required to lead the workshops during the day. Procedural manuals and personal training will be provided by ICA staff. People who are used to being on their feet in front of a group, such as teachers, businessmen, club leaders, etc., are your best possibilities.



Scribes are needed to write down workshop results for the printed report of your Town Meeting.

HOSTING COMMITTEE

Two hosts and four registrars are needed on the Town Meeting day. More registrars are required for more than 200 people. They will probably be the first staff to be encountered as people arrive, and need to act in a gracious welcoming style.



SAMPLE TIMELINE

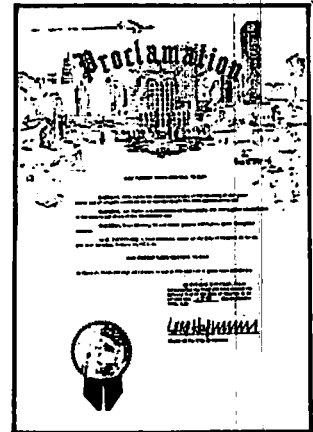
GROUP	TASK	Town Meeting - 7 weeks	Town Meeting - 6 weeks	Town Meeting - 5 weeks	Town Meeting - 4 weeks
STEERING COMMITTEE	DATE AND FACILITY	Set the date List facility possibilities	Secure the facility	Arrange for table and chairs	Check with childcare task force re facility needs
	COMMUNITY SUPPORT	Get support of local officials	Funding blitz	Invite dignitaries	Donation blitz
	FINANCES	Appoint treas. Get P.O. box (See publicity task force)	Build and implement budget	Receive donations and pre-registration fees	
	ORGANIZATION	Plan campaign	Coordinate tasks	Coordinate tasks	Coordinate tasks
	LEADERSHIP			List M.C. prospects List workshop leader prospects	Enlist M.C. Enlist workshop leaders
	ENTERTAINMENT	Investigate entertainment possibilities			Engage performers
	MEETING AGENDA	Hold Steering Committee Meeting	Hold Steering Committee Meeting	Hold Steering Committee Meeting	Hold Steering Committee Meeting
	EVALUATIVE CELEBRATION				
PROMOTION TEAM	ATTENDANCE	Contact large number of community groups	Build chart of groups to track quotas and pre-registrations	Mail invitations Print pre-registration forms	Speaking engagements Distribute pre- registration forms
	PUBLICITY	Arrange for printed materials and stationery	Contact media Set up speaking engagements		Publicity blitz: Radio announcements Posters TV
	HOSTING				Form task force
ENABLEMENT TEAM	FOOD	Make menu	List donation possibilities	Secure donation promises	Arrange for servers
	CHILDREN'S PROGRAM	Secure the facility	Line up the leaders Plan the day	Line up staff training sessions List supplies and food	Line up any special entertainment required
PRACTICES TEAM	MATERIALS PRODUCTION	Create posters Contact A.M. Co. or other duplicating firm	List and plan for needed supplies and equipment	Finalize production equipment	Donation blitz
	DECOR	Create posters	Set up contest	Plan decor scheme	Build decor and Town Meeting banner
	SET UP AND CLEAN UP				

SAMPLE TIMELINE

Town Meeting - 3 weeks	Town Meeting - 2 weeks	Town Meeting Week	TOWN MEETING DAY	Town Meeting + 1 week
Build floor plan Arrange equipment		Friday night briefing		Return tables and chairs Thank-you letters
Donation blitz (cont)	Recontact special guests	Host dignitaries Friday night briefing	Print and post donation list	Mail documents Thank-you letters
Make \$100 down payment	Receive donations and pre-registration fees	Give check to ICA staff Friday night briefing	Collect registration fees or donations	Receive money Clear accounts
Coordinate tasks	Coordinate tasks	Coordinate tasks	Coordinate tasks	Handle details
Staff training	Staff training	Staff training Friday night briefing	M.C. leads welcoming, interlude and plenary Workshop leaders lead guilds	
	Check on entertainers and equipment	Final confirmation	Coordinate entertainment	Thank-you letters
Hold Steering Committee Meeting	Hold Steering Committee Meeting	Hold Steering Committee Meeting	Hold TOWN MEETING	Hold Steering Committee evaluation meeting
Plan Saturday evening event	Make arrangements	Finalize celebration plan	Saturday night evaluation conversation and celebration	
Publicity Blitz (cont)		Host media (press kits) Friday night briefing	Fill out Statistics Report	
Cont. speaking engagements Receive pre-registrations		Review statistics sheet Friday night briefing	Host Media	
Secure hosts and registrars	Arrange housing for ICA staff	Pick up ICA staff Friday night briefing	Coordinate registration	
Secure donation promises (cont)		Pick up all donations Friday night briefing	Coordinate snacks and lunches	Thank-you letters
	Staff training session	Final planning Assemble supplies Friday night briefing	Coordinate children's program	Thank-you letters
Arrange for production staff	Finalize list of in hand and needed	Pick up supplies and equipment Friday night briefing	Distribute materials Produce document	Return equipment Thank-you letters
Assemble and build decor (cont)		Put decor up in facility Friday night briefing	Maintain decor	Return borrowed decor Thank-you letters
		Set up facility Friday night briefing	Maintain facility Reset facility	

COMMUNITY SUPPORT

Town Meeting '76 is a community based event. Donations, support, endorsement, and funding should be sought from many sources, including government, business, individuals, churches, clubs and service organizations. The community will be involved, in large measure, to the degree that such support is broad-based.



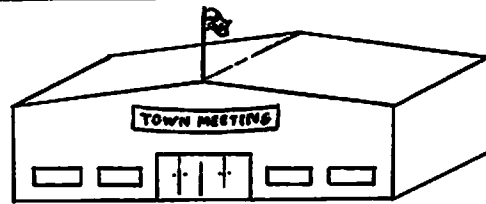
Town Meeting '76 has been officially recognized by the American Revolution Bicentennial Administration. Authorization by local Bicentennial commissions may be sought. The correct use of the logo is explained in the Promotion Guide.

GUIDELINES

1. Gain support and endorsement of local government officials, community leaders, and commissions and invite them to participate in the Town Meeting.
2. Suggest that the mayor officially proclaim the day as Town Meeting Day.
3. Solicit funds for the Town Meeting from local government, businesses, foundations, service organizations, clubs, churches, and individuals.
4. Solicit rent-free facility and equipment for the Town Meeting where possible.
5. Solicit donations of food and materials from businesses.
6. Solicit donations of services, promotion, decor materials, and equipment.
7. Keep records of all gifts on chart and send "Thank You" note to each contributor, accompanied by a copy of the final document.
8. Supply the list of contributors to the Practics Team, so that it may be included in the Town Meeting Document.

FACILITIES

Any building regularly used for community functions is an appropriate site for Town Meeting '76, since it will be well known and easily found. It is well to check before reserving it that it will meet the space requirements of the program.



SPACE REQUIREMENTS

1. Does it have a room large enough to hold everyone comfortably?
2. Are there four areas for workshops (50-100 people in each) adjacent to the large room?
3. Are there enough tables and chairs for everyone already on site, or will they have to be brought in from elsewhere?
4. Can the kitchen and serving area handle coffee, snacks and lunch quickly and effectively?
5. Are the toilet facilities adequate?
6. Is there a separate self-contained facility, or an on-site area well apart from the meeting rooms, for the children's program?

GUIDELINES

1. Reserve the facility early.
2. Be sure to arrange to have access and permission to be in the facility the day before Town Meeting in order to allow for adequate set-up time.
3. Check on any special fire and/or safety regulations.
4. Be sure that smoking regulations are understood and any special arrangements made.
5. It is often helpful to have a telephone available for public use.
6. A built-in public address system means that adequate sound is probably available; if there is none in the facility, arrangements to provide and test a portable system must be made.
7. Be sure that decor can be fastened to the walls, and check the preferred method, if any.

FINANCIAL SUGGESTIONS

Town Meeting '76 is designed to be a low-cost community event. Through broad-based community support and admissions received from participants, actual costs can be kept to a minimum.

Although the Town Meeting may be financed completely by organizations and individuals, experience has shown that for participants to pay an admission fee or to make a nominal donation helps to create a more successful program.

An accurate accounting procedure is important to the success of the day.

<input type="radio"/>	BUDGET	
	FACILITIES	\$
	PRINTING	
<input type="radio"/>	MATERIALS	
	FOOD	
	ENTERTAINMENT	
<input type="radio"/>		\$

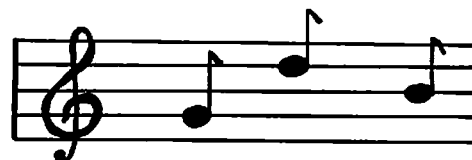
The actual budget for a Town Meeting is set by the Steering Committee and should not require more than \$100 from any one sponsoring organization. To be included in the budget is the ICA fee of \$600 which is approximately one half of the total cost which covers such items as cost of staff travel and training, participants materials, basic decor and local consultation. In addition, monies need to be budgeted for any food, promotional pieces and facilities that will not be donated by local businesses and organizations.

GUIDELINES

1. Build the local budget to create an inclusive financial picture. This needs to be done by committees in co-ordination with those responsible for funding.
2. Appoint a treasurer who will be responsible for receiving and disbursing the monies from Town Meeting and for keeping an accurate account of all financial transactions.
3. Open a local Town Meeting account with designated signators from the committee.
4. Designate a local address for billings (for example, P.O. Box 1776. See Publicity.)
5. Clear up all accounts within 30 days after the Town Meeting.

ENTERTAINMENT

Live or recorded music is a helpful addition at the start of the day and can be used to signal the start of the interlude and the closing plenary. The noontime interlude is a time of celebration with local talent providing twenty or thirty minutes of entertainment. The particular acts can be a response to the Bicentennial theme.



The following kinds of entertainment are some that have appeared at Town Meetings:

Elders Choirs
Jazz Combos
Gospel Singers
Square Dancers

Folk Singers
Dramatic Readings
Accordion Bands
Soloists

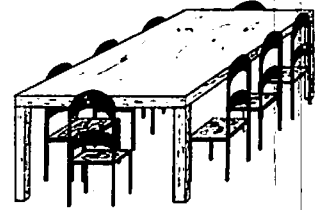
Rock Bands
Barbershop Quartets
Dramatic Skits
Pianists

GUIDELINES

1. Appoint one person to coordinate the acts.
2. Request several groups to perform. Keep in contact with them and confirm two or three.
3. Plan for several acts to take no more than 30 minutes for all of them.
4. Begin instrumental music while lunch is being served and end with group most conducive to re-engaging in the work of the Town Meeting.
5. Have the M.C. introduce the acts.
6. Be sure each group has needed equipment.
7. Set up equipment on day before Town Meeting, if possible.
8. Check sound system and electrical supply before the Town Meeting begins.
9. Select or borrow tapes or records to play during registration and after the closing. An option is live entertainment.
10. Secure a tape recorder and/or record player and coordinate with sound person.
11. Appoint someone to take charge of playing music, using pre-planned selection.

MEETING FORMAT

In order to effectively create and coordinate the Town Meeting event, most Steering Committees have weekly planning meetings. Here is an agenda you might wish to use and adapt to your own situation.



OPENING CONVERSATION 7:30		Welcome all members Sing a song Talk together about the significance of what you are engaged in
PLANNING	CHALLENGES 8:15 (Committee)	Hear progress reports from each task force Reflect together on where we are List tasks for each task force during the coming week
	PROPOSALS 8:45 (Task Forces)	Add any tasks necessary Plan how to accomplish each one Make necessary assignments
	REPORTS 9:15 (Committee)	Report the tasks from each task force Check that all issues have been covered Coordinate assignments for coming week
CLOSING REFLECTION		Reflect on what the coming week promises to bring Announce next meeting time and place Sing a song

GUIDELINES

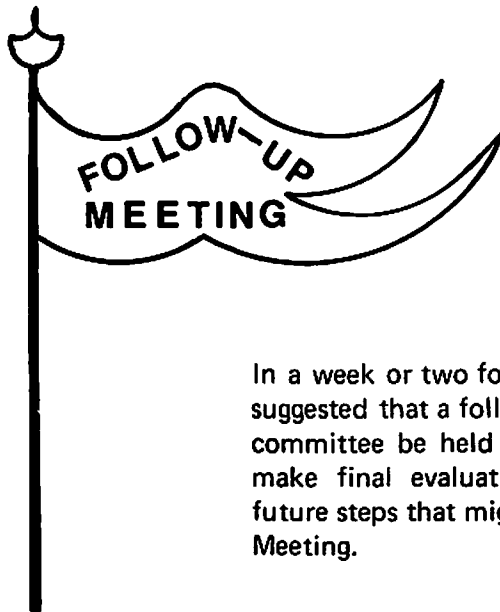
1. Coffee and doughnuts or other refreshments might be served at the beginning of the meeting or while the task forces are working.
2. Taking time to give the whole group a picture of the total task helps each task force to effectively plan its own arena of responsibility.
3. Almost any group finds singing different; almost any group which goes ahead with it, eventually has a lot more fun than one which does not.
4. Caring for details is important; good ideas are only the starting point.
5. The way a meeting room looks has an immense effect on the mood and accomplishment of the group that works there; carefully arranged tables and chairs, helpful charts on the walls, working supplies at hand all contribute to a successful meeting.

EVALUATION



CELEBRATIVE EVALUATION

The evening's celebration following the Town Meeting is a significant happening for all. It caps the day by celebrating the expenditure of past weeks and by reflecting on the Town Meeting itself. It is usually best to hold this celebration in a relaxed atmosphere away from the Town Meeting site as soon as possible after the clean-up is done. In addition to the committee members and ICA staff, you might wish to invite interested participants from the Town Meeting.



In a week or two following the Town Meeting, it is suggested that a follow-up meeting of your sponsor committee be held to wrap up any business, and make final evaluations and decisions relative to future steps that might be taken as a result of Town Meeting.