Participate   *Organize*   *Learn*

Organizer
Handbook

Edcamp
Foundation

2017

Whether it's your first Edcamp or your tenth, the Edcamp Foundation is devoted to helping every Organizer succeed in putting their partici-pant-driven, free Edcamp together with as much ease and support as possible! We'd like to commend you for your interest in helping with the continuation of spreading the Edcamp model to more locations and areas both domestically and abroad. Organizing an Edcamp is a rewarding experience that reaches not just to individual teachers or ad-ministrators, but to the schools, students, and communities they return to after attending.

Being an Organizer means being part of an international movement that's empowering teachers and communities across the globe, increas-ing collaboration among administrators and educators, allowing for free professional development in all neighborhoods without discrimi-nation, and encouraging experienced educators to share their experi-ences with others. Since it's beginning in 2014, the Edcamp model has spread exponentially around the country. You are now a part of this movement.

The Edcamp Foundation will support you through the entire process of planning your event. You can contact, email, go online, and request funds through our organization. The Organizer Handbook will be a key tool in helping you navigate your Edcamp, with a step-by-step guide to helping you set-up, advertise, fundraise, and organize!

Thank you for your participation, dedication, and energy you bring to the Edcamp Foundation! We look forward to working with you.

Warm Regards,

Hadley J. Ferguson

Hadley Ferguson
Executive Director
Edcamp Foundation

Head Office

Edcamp Foundation
1100 E. Hector Street
Suite 430
Conshohocken, PA
19428

info@edcamp.org
+1 (610) 897 8701

www.edcamp.org

Step One: Planning your Edcamp

You should always try and attend an Edcamp before organizing one. It'll help you understand the concept and overall goals of an Edcamp. If you aren't able to attend one in your area, don't worry - it's why we created this handbook!

Before organizing your Edcamp, you should do some research on your area, surrounding ed-camps, possible venues, and the potential for participants and other collabrorating organizers. It may seem overwhelming at first when you decide to take on planning an Edcamp, but there are several key pieces of information, that if you invest a small initial amount of research in the beginning - can pave a smoother process to success.
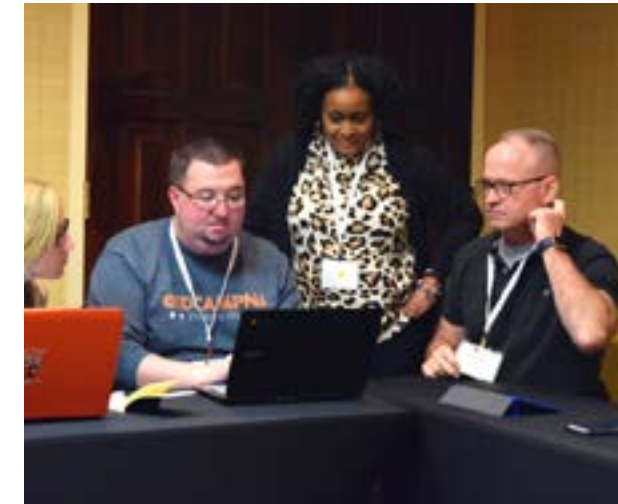
Here are some aspects to initially consider:

- **Local Edcamps**
- **Your Organizing Team**
- **Your Location and Date**
- **Your Logo**
- **Paying for your Edcamp**
- **Swag**

1. Local Edcamps

Before you start an Edcamp, investigate what edcamps are already hosted in your area. There are parts of the country that have doz-ens of edcamps. Check on the Edcamp Foun-dation website, **www.edcamp.org**, to find them. You can still host one, but it is better to spread them out throughout the year.

2. Organizing a Team

Edcamp is all about sharing our strengths as educators. There's no need to try to organize an event all by yourself; reach out to your community and build it with a team. It is really helpful to have people on your team who come from a variety of schools and districts. This makes it easy to invite a larger community.

When putting together your team, remember that a good attitude is essential in all organizers. Edcamp thrives on cheerful good will, mutual respect, and shared enthusiasm for education. You will want to be sure that everyone on your team can support an open, passionate and collaborative conversation among educators from all walks of life. You also want people who can get a job done and done on time.

Jump right in, and you can find all kinds of people willing to help put together your Edcamp. Your team doesn't even have to be made up of people you have met before. Go ahead and post to Twitter or Facebook; you might be surprised at who responds.

After establishing a team, begin setting up weekly or monthly meetings in preparation for your edcamp. Establish who is responsible for what and make sure to follow through. If your organizers are from all over the area, the Edcamp Foundation recommends using **Slack**, an online appliation that operates similar to other social media, but it customized for working projects. Also make sure to check out our **Organizer's check list.**

3. Location and Date

A good location can make hosting your Edcamp much easier. Schools tend to be the best places for Edcamps.

Start with your own school and then branch out to the schools of the other organizers. It is easier if you have a direct contact with the school. Ask other teachers to check with their administrators to see if there is something possible at their schools. If none of those are available, check with local colleges and other schools.

The number of people who come to a first-time Edcamp varies. Some have between 50-75 people, though there are smaller ones. In an area where Edcamp is well-known, you probably need enough space for 150-200 people. You want to have a large meeting room: auditorium or cafeteria. Then you want enough break-out spaces for the individual sessions that will hold approximately 15 people per room.

Strong wifi is a definite advantage at an edcamp. While there are non-digital edcamps. most use the benefits of having wifi to record notes on Google Docs, tweet out about what is happening and being learned.

Don't forget to think about the parking. This usually isn't an issue, if the Edcamp is held at a school, but make sure that people know where to go to park. And then know how to get into the school. Signs!

4. Logo and Name

Having a distinct logo and name for your Edcamp helps participants recognize the event, and creates an easy way for the Edcamp Foundation to distiniush your Edcamp from the hundreds of others that are advertised through our website.

Once your team is assembled, it is time to decide on a name. You need to use "Edcamp" in the name. Most teams choose a name with their location, such as the 1st Edcamp, Edcamp Philly. There are other Edcamps that use the nickname for their town, Edcamp Sparkle from Spartansburg, SC. Still others use themes, EdcampSTEM.

You'll also need a Logo to create an identity for your Edcamp. It is a great tool for spreading the word about your event.

Using the name that you have chosen, create a logo. Make sure to:

- **Use the Edcamp apple in your design**

- **Font: Century Gothic Regular should be used for the text in your logo.**

Personalize your Logo: Each Edcamp is encouraged to be as creative as they choose in designing their logo. Organizers often have students create their logo.

5. Paying for Edcamp

Edcamps are free to attendees, but hosting one can come with a price tag. The Edcamp Foundation wants to make this as easy as possible. The Edcamp-in-a-Box program was established to take away the pressure of significant fundraising.

Through the Edcamp in a Box program, the Edcamp Foundation will provide you with all of the necessary supplies needed to host your Edcamp: name tags, markers, post-it notes, and monetary funds for breakfast or lunch. For established Edcamps who've successfully complied with the Edcamp Foundation's requirements for receiving funds, the check amount depends and can increase over time. Applying for an Edcamp in a Box is through the Edcamp Foundation's **website registration**. Once you register, you'll have the option of selecting whether or not you need funding assistance. Make sure to check this Box so that an Edcamp Foundation employee can contact you with further details. If you end up searching for additional funding through Sponsors, make sure to understand the difference between a Sponsor and vendor. In accordance with the Edcamp model, vendors are not allowed at edcamps, selling or promoting material. Sponsors donate funds or gifts to be door prizes or raffled.

6. Swag

Swag, or the fun stickers, buttons, bags, and goodies that come with your Edcamp in a Box, are a great way of giving back to those attending your Edcamp and to spread the word of the movement.

In the Edcamp-in-a-Box that you will receive, you will find a list of companies who are sponsors of the Edcamp Foundation, who want to support local Edcamps. You will be given their contact information. Reach out to each of them and learn what they have to offer. It will range from discount codes to stickers and other forms of swag. All of it is free for the Edcamp.

If you want to look for other sponsors, go for it, but remember that the Edcamp movement is about the conversations and collaboration that go on. Don't get too caught up in collecting give-aways. With additional sponsor, make sure to set up a google document to keep track of how much money or give-aways you want to collect. designate one member of the team to oversee this process. Have him/her report regularly on who is donating what.

Reach out to local businesses and see if they will donate gift certificates. Local businesses love to support teachers! When you're talking to your sponsors, give them all the information they'll need to understand what it is you're doing. Explain what Edcamp is, why you're excited about it, and how their contribution can help you put together your event. If they ask, "What do you need?" go right ahead and tell them. Ask if they want to be sponsor "the big giveaway of the day," which is a great way for them to get their business and brand noticed at an Edcamp. Always remember to let people know Edcamps are for teachers that get together to learn and share.

Once you've locked down sponsors, show your gratitude. Tweet about them, mention them on Facebook, put them on your website, and include their logo on promotional materials. And be sure to keep them updated on when and how their funds are being used. If they sponsored a giveaway, let them know that their materials have been handed out.

And of course, when your Edcamp is complete, reach out again to say thank you to all your sponsors. It's important to keep a positive relationship with everyone who contributed so you can reach out to them again for next year's Edcamp. Even in this day and age of technology, a handwritten or personal thank you note or email goes a long way.

Step Two: Contact the Edcamp Foundation

After establishing your organizing team, setting a date, and having a venue in mind, you should now take the necessary steps in registering your Edcamp through the Edcamp Foundation and request funds and assistance through the Edcamp-in-a-Box program if needed.

By registering your Edcamp, the Edcamp Foundation will register the event, place it on the Edcamp Foundation's website, and connect you to a wider stretch of possible participants.

Through the registration form, you'll be asked if you need an Edcamp-in-a-Box or additional funding for your event. Just select yes, and an Edcamp Foundation employee will email you within a week of applying.

Through-out the process, the Edcamp Foundation will answer any additional questions you have about your event and will work with you to make it a success! You should contact the Edcamp Foundation at least **two months** prior the date of your Edcamp. It's a short step, but one of the most important!

When you are approved by the Edcamp Foundation, an Edcamp-in-a-Box will be shipped to you, along with necessary funding. Make sure to save receipts for the money you use and take note of the other requirements; photographs and surveys.

Step Three: Advertise your Edcamp

The Edcamp Foundation will set up your event on the Edcamp Foundation website, as well as link you to an active Eventbrite registration that will grant you editing privileges. This helps get the word out on your Edcamp on a large scale, but it's still important to advertise locally. We've outlined some ways you can locally take charge of getting the word out on your Edcamp.

Website and Eventbrite Setup

Once you receive an email for setting up your Eventbrite username, make sure to go in and edit any information you'd like. This includes the time, place, and even logo! If you have a separate website already established for your edcamp, now is the time to add your Edcamp Foundation Eventbrite registration onto it. This means that anyone can register via your website, or ours – doubling the likelihood and outreach of participants. All registrations will show up within Eventbrite. A widget link is easily available and accessed through the Eventbrite application, and the Edcamp Foundation will help Organizers make sure they are adding the link correctly to pair with their website. Your Eventbrite registration doubles as a website requirement.

You don't have to create a website, but if you decide that you want to, in order to increase online presence, we are behind you a hundred percent! Your website doesn't have to be flashy or complicated, just a simple, straightforward site with all the necessary information will work wonders. You can use many platforms, such as Weebly, Wix, Jimdo, and Google Sites that can provide everything a dedicated Edcamp website needs.

No matter what platform you choose, you'll want to make sure your site includes the following important information:

1. Home Page

Your homepage should include all the neccassary information:

- **What (Name of your Edcamp)**
- **Where (Map or directions)**
- **Time (start and finish)**
- **Links to Eventbrite registration page**
- **Contact Information**
- **Anti-Harassment Statement**

2. What is Edcamp?

Feel free to embed video(s) about Edcamp, but make sure you ask the two most important questions for visitors to your site:

-What can people expect when they attend?

-Why are you bringing Edcamp to your community?

3. Session Board

Once you have determined your schedule for the day, include a blank session board, so attendees can get an idea of how the day will unfold.

Google Docs is most useful in creating a session board. It's easy to edit the day of the event and easy to share, so attendees may reference the session board on the day of your Edcamp. It's also a great idea to create links to blank notes for each session. If you do this ahead of time, attendees can just click the link to notes and start sharing. Here's a sample Session Board and directions for creating one of your own.

4. Organizers

Listing the organizers recognizes and celebrates them for volunteering. It's a great idea to include a short bio along with a Twitter handle, so participants may connect and build their networks.

5. Sponsors

A page for your sponsors. The generosity of your sponsors helps you fund your Edcamp and make it the best event possible. Be sure to mention them on your site and possibly provide links to their pages to show you're grateful for their support.

6. Blog

As your Edcamp approaches, adding blog posts are a great way to drive interest. Some Edcamps feature individuals that are planning on attending, while others post about current events in education that will certainly spark discussions. Whatever you blog about, be sure to tweet the link and post on Facebook to drive traffic to your website!

Social Media

Historically, the Edcamp movement has been spread through social media, from Twitter to Facebook. Utilizing social media can be a great tool in help spreading awareness of your Edcamp! All the mentioned social media apps can also pair with Eventbrite, the Edcamp Foundation's website, and your own!

1. Twitter

This can be an invaluable tool for raising awareness about your event. Many people who attend Edcamps are on social media. Start following #edcamp, #edcampUSA.

Then, create a dedicated account for your Edcamp and start using its hashtag. It's that simple. Also, include #Edcamp in your tweets, so other members of the community can find your Edcamp and help you promote it.You want to have a good hashtag connected with your Edcamp. A good hashtag is #Edcamp with the location. For example, if you're hosting an event in Chicago, go with hashtag #EdcampChicago.

2. Facebook

You can also create a Facebook event page for your Edcamp, so people can "like" your event and stay updated on news and developments. This will also give you a central online location where people can check in for all the important information about your Edcamp. Just make sure people have access to register through the Eventbrite account and not through your Facebook page - this could create inconsistenties for your attendance list.

Remember to share new information on your website and then tweet it from your Edcamp account and your Facebook page.

Flyers and emails about your Edcamp are also a great idea. Send out emails to anyone you think might be interested in the event, and ask your community to spread the word by forwarding your email to other educators. If you're making detailed and colorful emails, we recommend using MailChimp - which is free for anyone up to 2,000 emails. A good target for these emails are surrounding schools, unions, and educational organizations.

Hard copy flyers can go far in creating interest as well. Just be sure to keep an eye on your budget as printing costs can seriously add up over time.

Step Four: Final Preparation

Make sure that you stay in contact with the people in charge of your location, weeks and even months in advance of your event. This will help you avoid miscommunications regarding your location, so you can be prepared for anything.

Do a site visit beforehand to confirm your layout for the event, and make sure that your plan works with your location managers. And don't forget to get all the necessary Wi-Fi information well ahead of time. You want to avoid as many surprises as possible!

Make sure that everything is ordered for breakfast. Provide for payment, either ahead of time or at pick-up. Set up the time for drivers to pick it up. Have team members ready to set up the breakfast at the school. Now is a good time to look over the Organizer's Checklist one last time for all finalizations. Also remember that if you need any help, always feel free to contact the Edcamp Foundation directly for assistance or advice!

Step Five: Your Edcamp

1. Setup
Once you're on location, assign your volunteers wherever they're needed. Get your session rooms and main area prepared.

1. Take a picture of the way each room is set up before moving anything so clean up is easier. Then organize the desks in a circle to facilitate conversations.

2. Set up the Registration table with name tags. This is their first point of contact, so put your most welcoming organizer in this spot.

3. Get the coffee ready!

4. Put signs everywhere, the more the better. Over-informing your attendees is better than the alternative. Direction signs, wifi codes, bathroom signs

5. Session Board set-up - Create a large grid with session times on one axis and room numbers on the other. This can be made on a wall with painter's tape or on a white board. Options for creating the session board:

a. Place Post-its and markers at several spots around the room. Have people add their session topics directly to the board.

b. Hang large paper that people can write topics on. Hand out stars for people to post by the topics they are interested in talking about. Create the board from the most popular topics.

c. Have index cards on the tables. Have people write the topics and questions of interest to them. Organizers collect the index cards, identify the main topics and create the session board from them.

Have at least one organizer managing the session board, this person should make sure there are not two sessions on the same topic at the same time. It may be necessary to encourage participants to run sessions together.

Check that your online schedule is shared with anyone but only editable by the member of your team who is in charge of the Session Board. That organizer should be updating the online session board as it is being filled. This should be relatively easy as you will have created your google doc session board ahead of time.

Lastly, one or more organizers should be in charge of completing and collecting any of the materials that will need to be sent back to the Edcamp Foundation after the Edcamp is finished. This includes encouraging participates to complete surveys and photos of the event.

2. Introductions

Welcome all of the people who are attending your Edcamp! Thank them for sharing their time with the Edcamp community. Remember, attendees come to Edcamps in their free time with the aim of improving the quality of education in their own classrooms and beyond. Their participation is voluntary and should be commended.

Edcamps do not have presentations within sessions, but Organizers should be prepared with a short introduction to Edcamp and it's tenets, as well as the Edcamp Foundation and what it can do for educators through other programs, after an Edcamp is over. A presentation by the Edcamp Foundation is found **here** and should be presented to Attendees so information is uniform and understood. This is a basic PPT that can be added onto, however make sure initial introductions are no more than 30 minutes long.

Remember that you also need 10% of your participates to complete an Edcamp Foundation survey. When introducing Impact Grants and Edcamp-in-a-Box, it's good to mention that participation in the survey is part of the application process for an Impact Grant, if they want to apply. Only those who complete surveys will be eligible.

Give everyone the layout of the space. Tell them where certain events will take place, review the schedule for the day, and give them all the necessary WiFi information. Then introduce your organizer team, so attendees know who they can turn to for information as the day moves on.

Encourage and inspire - It's important to have friendly organizers walking around the room and encouraging participants to add a session to the board.

Step Six: After your Edcamp

First take a moment to smile! You and your team are awesome! You stepped up and made a difference.

We at the Edcamp Foundation applaud you!

It wasn't always easy, but you've made a significant contribution to the educators in your area and should be proud of all your accomplishments!

A few notes for after your Edcamp:

1. Be sure to walk through every space. Review the photographs that you took and make sure that each room is returned to the way it looked when you arrived. The goal is to leave the venue in the same or better condition than you found it.

2. Send an e-mail to participants, thanking them for attending. It's important to make them feel part of this new learning community. It will be these original attendees that will help drive up attendance for you next event.

3. If you had additional sponsors, send a thank you email to them.

4. Meet with your organizers and volunteers to reflect on the day. We hope you'll want to plan another Edcamp and keeping a few notes may be helpful for the next Edcamp.

5. Ask someone on your team to write a blog post and tweet out the link. Share that blog post with the Edcamp Foundation. @edcamp

6. Complete the Organizer Survey from the Edcamp Foundation.

7. Send all requirement materials back to the Edcamp Foundation (receipts and photos).

All surveys taken link directly into the Edcamp Foundation survey system, so you don't have to worry about it! Attendees list will be linked with Eventbrite, so that Organizer's do not have to submit their lists. If for whatever reason you were unable to use the Eventbrite application under the Edcamp Foundation's parent account, you'll need to submit an exported list to the Foundation as well.

The Edcamp Foundation is here to help you. Just reach out through our website and we'll be in touch. We wish you great success and thank you for being an Edcamp Organizer!