

Event-in-a-Box: Unite. Inspire. Act. Toolkit

This toolkit will help you **organize local events with fellow alumni** in celebration of Pearson College UWC's 50th anniversary.

As Pearson alumni, there are many ways to amplify the College's impact and story in your communities. You can find all the resources you need in this document, including step-by-step instructions, poster templates, and social media caption examples, among others.

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Level One: Pearson Conversations

Arrange happy hour or coffee get-togethers with fellow alumni in your area. Start by creating a Facebook event to advertise your event and invite alumni:

50 years
PEARSON COLLEGE
UWC

Unite.
Inspire.
Act.

How to create a Facebook event page

- ☒ Go to Facebook Events
- ☒ Click Create Event
- ☒ Add Cover Photo
- ☒ Add Event Name, Date, time, Time Zone, In-person or Virtual, Visibility, Other Details, and Co-hosts
- ☒ Invite guests from your Friends list
- ☒ Copy FB event invite link & send to friends
- ☒ Post reminders on event page
- ☒ Regularly review guest list



Use our Hashtags

#PCUWC	#PearsonCollege50
#PearsonUWC50	#GlobalChange
#UniteInspireAct	

Then, [click here to use our social media post templates](#) to advertise your event. See **Appendix A** for template invitations ready-made for social media or email invitations. Make sure to create a copy of the template before customising and downloading it! See an example below:



Next, make sure to let us know about your event so we can feature it on our [50th Anniversary](#). You can fill out our short Event Planning [Survey](#) or send us an email at alumni@pearsoncollege.ca.

We created a conversation resource that includes a guide and questions you can use at your next alumni reunion event.

Conversation Cards Guide

Welcome to the **Event-In-A-Box Conversation Cards**, designed to facilitate meaningful dialogue and reflection.

These cards offer a framework for conversations around three key themes:

- **Reconciliation**
- **Diversity**
- **Sustainability**

Each theme invites participants to share stories, explore perspectives, and generate actionable ideas to build understanding and connection.

These conversations align with the **UWC Mission** to unite people, nations, and cultures for peace and a sustainable future. At Pearson College UWC, our students and alumni are committed to fostering dialogue, promoting reconciliation, celebrating diversity, and advancing sustainability in their communities.

Facilitation Notes

- **Group Size:** These cards are best suited for groups ranging from 3 to 20 participants.
- **Facilitator Role:** Facilitators are encouraged to create a respectful and open environment. Use the provided prompts to guide discussions and ensure all voices are heard. For guidance on fostering respectful dialogue, refer to the [Living Room Conversations guide](#).
- **Session Flexibility:** The cards can be used in both virtual and in-person settings, allowing for adaptable facilitation.
- **Land Acknowledgement:** Facilitators are encouraged to acknowledge the land they are on when hosting conversations, fostering deeper reflection on reconciliation and community connections. Recognize that Pearson College UWC is located on the unceded territory of the Sc'ianew First Nation. If you have any questions or need further support, please reach out to alumni@pearsoncollege.ca. To find the ancestral land name where your event is taking place, visit [Native Land Digital](#).

Discussion	Topics	Reading materials and prep
Reconciliation	• Pearson 's commitments and Reconciliation journey. • The role of storytelling in healing. • Building Resilient Communities	Landing Ceremony Reconciliation action plan Indigenous In Plain Sight Building Resilient Communities Conversation Agreements
Diversity	• Intersectionality and its impact on identity. • How unconscious bias shapes perceptions and systems.	Intersectionality vs. Intersecting The Danger of a single story What does my headscarf mean to you? Conversation Agreements
Sustainably	• Reflect on how indigenous knowledge has contributed to environmental stewardship and what we can learn from it. • Explore examples of indigenous practices that align with modern sustainability principles. • Discuss why integrating indigenous wisdom into global sustainability strategies is vital • Reflect on how your upbringing has shaped your understanding of sustainability.	Decolonising Sustainability with Samantha Guardians of the Amazon Old solutions to modern problems Conversation Agreements

You can also print these cards and use them in your session:

[Questions On Diversity](#)

[Indigenous Knowledge and Sustainability](#)

Support We Can Provide

We're here to help make your event a success!

- **Promotions:** Get the word out through our social media and email marketing.
- **Alumni Connections:** Receive email contact information for local alumni (please note that a confidentiality agreement is required).
- **RSVP Management:** Let us help you manage attendance.
- **Follow-Ups:** We can assist with sending thank-you emails to attendees.
- **Event Planning Support:** Collaborate with us on brainstorming ideas, creating event briefs, and more!

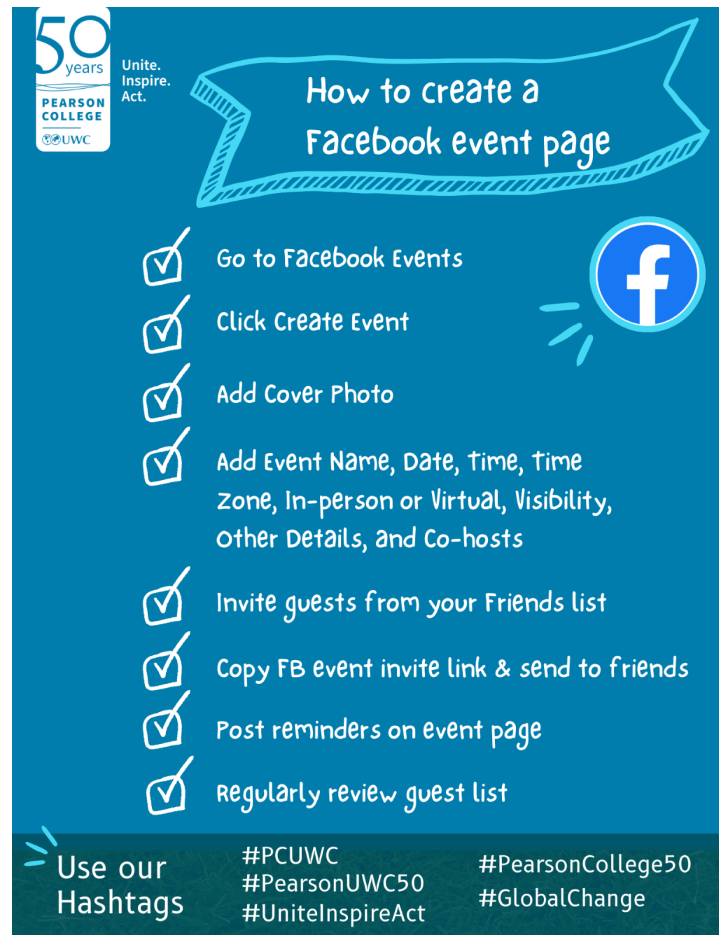
We encourage you to approach these conversations with curiosity, empathy, and a willingness to listen. Thank you for joining us in creating a space for connection and meaningful dialogue.

Finally, make sure to tell us how your event went by [filling out this form](#). We hope you had a meaningful time connecting with fellow alumni.

Level Two: Action-oriented Pearson Alumni Events

Use our *Unite. Inspire. Act.* Guide to hold events that will make an impact in your community. This Event-in-a-Box contains templates for a nature cleanup, such as park, beach, neighbourhood trash pickup or park and trails restoration activities (invasive plant species removal, tree and shrub planting).

Start by creating a Facebook event to advertise your event and invite alumni. Get in touch with close alum friends and share the idea of holding an event celebrating the College's 50 years:



Create a WhatsApp group for those interested and set up an online (via Zoom or Teams) or in-person ideation meeting. Draw inspiration from the various College updates on the [50th anniversary](#), [Reconciliation - Pearson College UWC](#), [sustainability initiatives](#), and other programs on the [website](#).

List down top ideas of activities the group can organize that will answer the call to Unite, Inspire, and Act as we celebrate our 50th anniversary.

Use these three questions as a guide:

- How can the College support you in living the UWC Mission?
- What will our graduates need in 20 years?

- What can you do to amplify the impact and sustainability of the College?

Then, meet and determine how you want to start making an impact on your community as alums. Make sure to let us know about your event so we can post it on our [50th Anniversary Microsite](#). You can [fill out this short event planning survey](#) or send us an email at alumni@pearsoncollege.ca. Examples of support we can provide include but are not limited to:

- Getting the word out through social media and email marketing
- Helping manage RSVPs
- Sending follow-up emails to thank people for attending
- Brainstorming event ideas, creating event briefs and more!

Next, post on your local UWC Facebook group and personal social media pages and use the 50th anniversary hashtags:

- #PCUWC
- #PearsonUWC50
- #UnitInspireAct
- #PearsonCollege50
- #GlobalChange

Personally invite family, friends, and neighbors to your activity. Track participants list and send out event reminders prior to the activity.

Share the poster, event details, and Facebook Event invite to alumni@pearsoncollege.ca, the PCAA, your local NC.

Make sure to [click here to use our social media post templates](#) to advertise your event. [Click here for template invitations ready-made for social media or email invitations](#). Make sure to create a copy of the template before customizing and downloading it! See an example below:

A promotional poster for a beach cleanup event. The left side features a photograph of a rocky beach with waves and driftwood. The right side is a solid blue area with white and light blue text. At the top left, there is a white icon of a trash can with three lines radiating from it. The main title 'Dallas Road Beach Volunteer Cleanup' is in large white font. Below it, 'Everyone is welcome!' is in light blue. A light blue arrow points from this text to the event details. The details include the date 'June 4, 2024', time 'Tuesday, 1 - 3 pm', and location 'Beacon Drive In Restaurant'. At the bottom left, it says 'Initiated by Pearson College UWC Alumni in Victoria, BC' and includes a Facebook icon with the text 'Search Dallas Road Beach Cleanup Event on Facebook for more details'. At the bottom right is the Pearson College 50th anniversary logo with the tagline 'Unite. Inspire. Act.' and the UWC logo.

Dallas Road Beach Volunteer Cleanup

Everyone is welcome!

June 4, 2024
Tuesday, 1 - 3 pm
Meeting place:
Beacon Drive In Restaurant

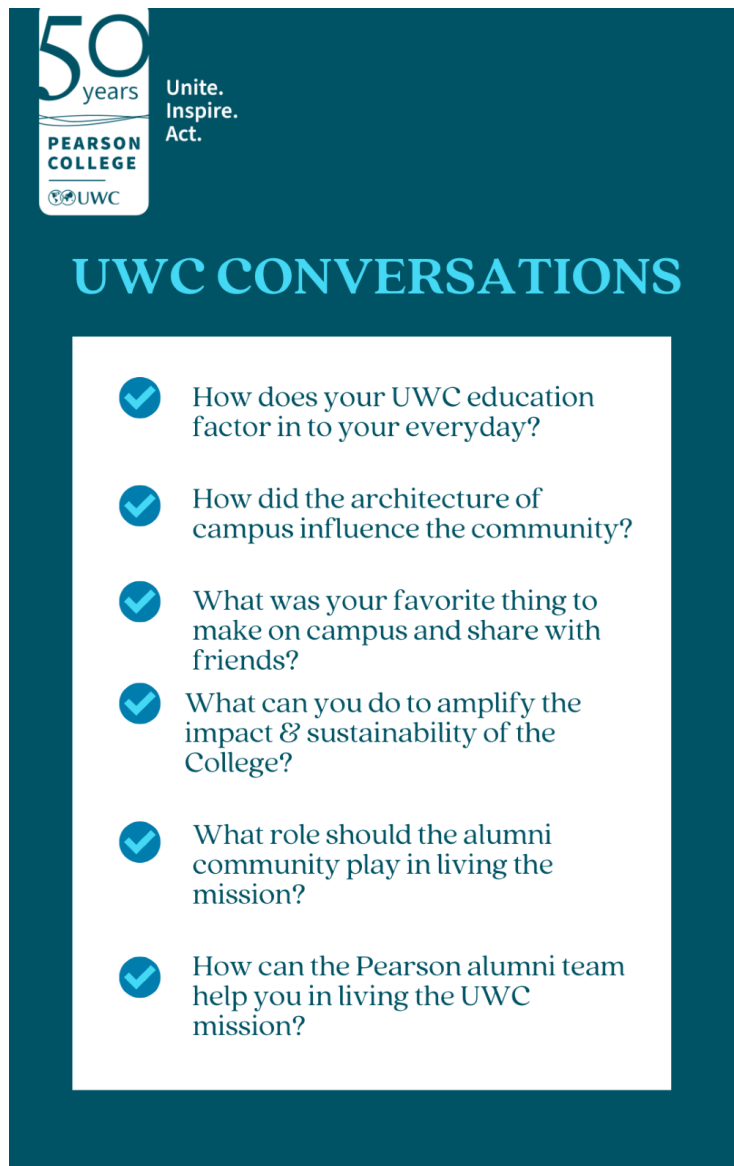
Initiated by
Pearson College UWC
Alumni in Victoria, BC

 Search Dallas Road Beach Cleanup
Event on Facebook for more details

 50 years
PEARSON COLLEGE
UWC
Unite. Inspire. Act.

During the event, brief participants and let them know how the event is tied to the 50th anniversary of Pearson. Make sure to take photos and videos!

At the event, try having some conversation starts to help guide the conversation. You can check out our suggestions for a basic conversation about alumni engagement below. You can also share a digital link with attendees [here](#).



Post-event, set a debrief conversation and celebration with fellow alums who attended to talk about the following:

- Event wins and do-betters
- Next steps forward
- Giving back to Pearson through financial partnership with the College

Post about the event with photos and videos on the page and your social media pages using the hashtags.

Finally, make sure to tell us how your event went by [filling out this form](#). We hope you had a meaningful time connecting with fellow alumni.

Appendix A: Email and Social Media Templates

Sample email invitation

(Supply details for the underlined items)

Dear Friend,

In honour of the 50th anniversary of Pearson College UWC, we are delighted to invite you to join us on Tuesday, June 4th for a shoreline cleanup of Dallas Road Beach. It's a meaningful, fun, and memorable way for alums, family, and friends to unite, inspire, and act to make a difference in our communities.

Pearson stands as a beacon of hope and education, founded in 1974 with a vision to make education a force that unites people, nations, and cultures for peace and a sustainable future.

We are more than just an educational institution; we are a vibrant community of passionate individuals committed to fostering global understanding and positive change.

Date: Tuesday, June 4, 2024

Time: 1-3pm Beach Cleanup, 3-4pm Alumni Debrief

Address: Dallas Road Beach, Dallas Road, Victoria, BC (Meeting place: Beacon Drive In Restaurant, 126 Douglas St Victoria, BC V8V 2N9)

Cost: Free. Light refreshments will be provided.

This activity will be followed by an event debrief for Pearson College UWC alumni.

Kindly reply to this email to let us know if you can make it. We hope to see you there!

Sample Social Media Post

(Attach Canva poster and photos of the event)

Pre-event

Calling all Pearson College UWC alums and friends here in Victoria, BC!

Join us on Tuesday, June 4th, for a shoreline cleanup of Dallas Road Beach. It's a meaningful, fun, and memorable way for alums, family, and friends to unite, inspire, and act to make a difference in our communities.

We hope you will join us in celebrating the college's 50th anniversary through this event!

Click on this Facebook Event link to let us know you're attending.

#PCUWC #UniteInspireAct #PearsonCollege50 #GlobalChange

Post event

We had so much fun yesterday at the shoreline cleanup of Dallas Road Beach! It was great connecting with fellow Pearson College UWC alums, meeting new friends, and making a meaningful contribution to the community.

Thank you to everyone for coming out and participating. We hope to see you at our upcoming get-togethers!

#PCUWC #UniteInspireAct #PearsonCollege50 #GlobalChange