How To Host Your Own Sports for a Purpose Forum

From London to New York City, and from Toronto to Phoenix, Girl Up’s Sports for a Purpose Forums have brought together communities that care about closing the gender gap in sports. Together we have connected Girl Up Club leaders and students with professional athletes, sports media commentators, and business leaders to create a safe space to spark action and promote discussion on how to reach gender equality.

Now it’s your turn to host your own Sports for a Purpose Forum in even more places—like your school and community. One of the first steps in making a change includes creating a safe space for conversation, brainstorming solutions and, generating ideas on how to close the gender gap in sports. This guide will help you plan your own event and take a step towards gender equality in sports.

Directions

Follow these guidelines, in addition to the SMART Goals referenced at the end of this guide to make sure your Sports for a Purpose Forum is a true success:

• Create a planning committee - This can be your Club E-board. Some roles you might need include a logistics leader, program leader, and marketing leader. Just remember, you don’t want to plan an entire forum by yourself!

• Identify a date and location - This is important information to have before sending out speaker invites or creating flyers promoting the event. Think about how many people you expect to attend. Possible locations for your event might include:
  - Public facilities: Libraries and community centers often have free space for public use.
  - Schools: Auditoriums, cafeterias, large classrooms, etc.

• Create a draft agenda - Typically Sports for a Purpose Forums are about 1-2 hours long and include:
  - Opening remarks by a guest speaker or Club leader
  - A discussion with 3-4 panelists from different sports backgrounds in addition to a moderator
  - A call to action, we suggest Girl Up’s Sports for a Purpose petition. Find the latest call to action in the Girl Up Community

• Start inviting speakers - Remember, speakers can be local like school coaches, your school’s sports team captains, college athletes, local news anchors, and more.

• Fill the room - If your Club has an Instagram page, share event flyers on social media. You can also make posters, school announcements, or class presentations to promote the event.

Event Checklist

• Finalize agenda and print copies for your attendees

• Reach out to local media to cover your event (optional)

• Confirm your audiovisual needs like sound, microphones, internet, projector, screen, etc.

• Set roles and responsibilities to your planning committee and volunteers

• Send reminders to your planning committee, volunteers, RSVP’s guests, as needed

Learn more at: GirlUp.org/Sports
On the Day of the Event

- Set up – arrive at least an hour before the event to set up any technical equipment or decorations
- Pictures, Videos, and Social Media – make sure to document your event on Instagram or take photos and videos
- Timing – keep track of time so your program runs smoothly. We recommend identifying a volunteer dedicated to making sure the event stays on time
- Have fun! Remember, you’re organizing a Sports for a Purpose Forum to create a safe space for dialogue on the gender gap in sports

After the Event

- Follow up with speakers by sending them a thank you email or card
- Follow up with attendees by encouraging them to attend your next Club meeting
- Follow up with Girl Up to tell us about your event by submitting an Activity Report in the Community

Suggested Questions

- What sports do you like to play or cheer for?
- How do sports empower you to be a leader or gender equality activist?
- How do you see sports being a gender equality issue?
- It’s a fact that only 5% of media coverage is on women’s sports. Why do you think that is and how can we change that?
- Last summer we saw women dominate the FIFA Women’s World Cup and this summer the world will watch the 2020 Olympics in Tokyo where a projected 48.8% percent (almost half) of competitors will be women. What can we do to close the gender gap in sports? (P.S. You can also include a local women sporting event as an example).
- Who is your sports #GirlHero?

Testimonial:

As someone who is new to the Girl Up movement, it was really impressive to see girls my age start such provocative conversations about girls in sports. I don’t play a sport, but it felt great to be part of a team that was so eager to make a change for girls everywhere. What began as a conversation about sports for a purpose evolved into a moving discussion about body positivity, female representation, and gender biases on and off the field. I was amazed.

- Sienna Campbell, former Girl Up Club President at Walter Panas High School

Learn more at: GirlUp.org/Sports