

Tool Box of Ideas for Smaller Centres:
Attracting, Welcoming & Retaining Immigrants to Your Community



Resource Handout #10

Tips for Organizing a Multicultural- Diversity Event

1. **Model effective multi-cultural-diversity relationships.** In putting on diversity-multicultural initiatives, it is particularly important to assemble a multicultural team. This helps to build trust and communicates that your organization is committed to "walking the talk."
2. **Plan to invest significantly more time and resources in the "front end" to reach out and build credibility and trust.** Tap into networks (yours and others'), and use word-of-mouth and personal references to enhance your credibility. Personal contact is important. Ask if you can go to meetings of existing groups -- multicultural groups, civic associations, coalitions, wherever people meet. Get on their agenda for a few minutes, and make a personal invitation. Then follow up formal invitations with personal phone calls.
3. **Invite input from a representative group of participants, if not all of them, into the design of any multicultural event.** Use their input in noticeable ways, so that they can see their "fingerprints" on it.
4. **Find out if individuals or groups require special support or "accommodation" to participate effectively.** In any invitations or follow-up conversations ask if translators, translated materials, large print or audio versions of the materials are needed.
5. **Hold events in mutually acceptable and easily accessible locations.** Organizers should go to the community to hold events, rather than expect the community to come to them. Some locations will implicitly reinforce power disparities. For example, if a meeting focuses on policy/community tensions, you would not want to hold it at the police station. Attend to access issues for those with disabilities. Oftentimes, an informal environment will help people relax and get to know one another more easily.