

An aerial photograph of a city street during a community event. A long, narrow table covered with a white tablecloth runs down the left side of the street. People are seated at the table, eating and talking. The table is decorated with greenery and small centerpieces. To the right of the table, many people are walking along the street. The ground is covered with fallen leaves, suggesting an autumn setting. The overall atmosphere is social and communal.

# One Table

## Replication Guide

causeway

# Getting Started

## **Identify a meaningful location**

The idea for One Table came to us when we noticed that there was an obvious demographic divide in the middle of our city. Historic Martin Luther King Blvd acted as a dividing line between Miller Plaza, known as a hub for business and innovation, and Miller Park, often associated with homelessness and poverty. The space between Miller Park and Miller Plaza seems like a symbol of the things that often separate us, and One Table is Causeway's attempt to remove those barriers and bring people together. Location is important. Get creative and find a space in your city that is perfectly positioned to bring people together around one table.

## **Set Goals**

Set goals early, and plan accordingly to make sure you meet them. We set some concrete goals, like "getting at least 500 people to show up." We also set some more conceptual goals like "creating a space where all types of people feel comfortable and welcome." Both helped us be strategic and intentional in our planning.

## **Spread the Word**

Even before you start doing any formal communication, it is important to start spreading the word and getting community members excited about what you are doing. Recruit volunteers through local neighborhood associations, schools, or community groups. Reach out to local restaurants to see if they are interested in donating food. Take advantage of your relationships with local businesses and corporations to get some sponsorships for the event.

## **Timing is everything**

The holidays are a busy time. The Monday before Thanksgiving, during lunch, has worked well for us because it is before people start to travel for the holidays, and after a weekend when people have had time to cook their potluck contribution.

# Logistics Checklist

- Secure a location
- Make a rain plan
- Contact the city to close the street after you've set a date and time
- Hire at least one police officer for security and crowd-control
- Figure out if you can accommodate electricity and plan accordingly
- Hire an upbeat band or designate a DJ
- Recruit at least 35-40 day-of volunteers  
*Be sure to assign specific roles to all of the volunteers beforehand so they know what they will be doing upon arrival.*

# Supplies Checklist

- Food (lots of it)  
*We contacted many local restaurants about donating large portions of food, in addition to the potluck food people brought on their own. Causeway provided the turkey and dressing by working with a local catering company at a discounted price.*
- Tables and Chairs
- Plates
- Plasticware
- Serving utensils
- Napkins
- Oven mits
- Cups
- Ice
- Table decor
- Trash cans (6)
- Trash bags
- (optional) Firepits and wood
- (optional) Conversation starters
- (optional) Aprons to designate volunteers

# Communications Checklist

## Social Media

- Create a Facebook event
- Share pictures of your process on Facebook, Twitter and Instagram
- Give a shout out every time you get a new sponsor or partner
- The week of the event, count down the days to remind people

## Traditional Media and Outreach

- Send a press release out to local newspaper, TV and radio stations to announce the event
- Send a follow-up Media Advisory to the same media outlets one week before the event to remind them that it is happening
- Include One Table in your newsletter, and get partners to do the same
- Identify connectors that you can email, asking them to invite their friends
- Recruit and train some neighborhood ambassadors to help with intentional outreach to specific neighborhoods

## Print Materials

- 20 pay-it-forward style invitations
- 250 postcards to hand out as you do outreach
- 30 posters in local businesses
- Sponsor recognition signs and banners for the event