



**COMMUNITY  
LEAGUE  
DAY**

**TOOLKIT**





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# COMMUNITY LEAGUE DAY TOOLKIT

Hi Community Leagues.

We've created this virtual toolkit (with active links to pre-built files) to allow your League to concentrate on your **Community League Day** event – and let us worry about graphics, messaging, strategy, preparations and other challenges.

The big idea here is simple: While each League should hold a great event, we all win if we all collectively share a visual look, similar messages and other bits to convey the bigger story – that there are 163 Leagues across Edmonton.

Our aim in is for Community League Day to entice more Edmonton residents to get involved in their League. We know that Community League Day may be the first time your neighbour learns about your League.

This toolkit hopes to help your League make that opportunity count.

On this Community League Day, we hope your League throws the doors open (literally or figuratively) and welcomes neighbors to join. **#CLDay**

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Edmonton Federation of Community Leagues

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- PREPARATIONS
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## PART TWO: ON COMMUNITY LEAGUE DAY

- SWAG TO PRINT
  - [‘What’s a Community League?’ handout](#)
  - [Handout for newcomers](#)
- ENGAGEMENT
  - Community League Day is your League’s chance to meaningfully speak to members of your community about things that matter to them. The buzzword for this is engagement.

Recently, the EFCL mentorship team held a cafe to discuss strategies to engage your members. We created [a comprehensive tip sheet](#) for engagement that could come in handy.





- OPEN HOUSE

This is the biggie. Create an open house model with a welcome table and tours of your facilities (if you have those) or conversations with your board members.

[We've created a tipsheet and added it to this toolkit.](#)





# FOUR TIPS TO PROMOTE YOUR COMMUNITY LEAGUE DAY EVENT

## 1: Tell the EFCL

Ensuring that the EFCL knows about your event means telling the whole city about it, through EFCL's channels. We'll help by point news media to what's interesting and framing the day as a city-wide party that 163 Leagues are part of. This package gives your League the tools, like a common logo and messaging artwork, to join a city-wide party on your own terms and in your own way.

→ [Register your event here](#)

## 2: Get out there

Going door to door remains the best way to ensure every neighbour knows about your Community League Day event. If you're having problems getting into apartment buildings, don't give up; contact the EFCL and we'll try to help. If you're going door to door for your membership drive, tell your canvassers to mention Community League Day as they work.

## 3: Partner up

Make sure everyone around the soccer pitch, hockey rink and coffee shop or grocery store has the scoop on Community League Day in your neighbourhood. Many local businesses would love to support your event with sponsorship dollars or in kind. It never hurts to ask. At a minimum, most businesses will happily put up a Community League Day poster. And finally, acknowledging that Community Leagues are inclusive organizations to anyone and do not exist to promote any faith agenda means that faith centres in your community can be another great way to connect to neighbourhood volunteers.

## 4: Go big with our tools

This package includes artwork, hashtags and social-media messaging that will see your League event combined with others using a common logo. The buzz about **#CLDay** will only get bigger the more of our 163 Leagues use common tools. [Get access to all the tools](#)





# HOW-TO APPROACH POTENTIAL COMMUNITY PARTNERS

**Community League Day** offers Leagues the chance to reach out to community partners beforehand and include them in your event, ask them to offer League members discounts or meet with them during your event and build a bridge for future collaboration.

We've created a few things to help you achieve this. We hope you can use what's below as a template to reach out to partners, business improvement areas (BIAs) and others in your community.

You can use the text ideas provided below in an email to partners or as a guide for talking points when meeting in person.

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## Interested in partnering with Edmonton's Community Leagues? You should be. Here's why.

- A Community League is a volunteer, not-for-profit organization formed to meet the unique needs of the residents within a defined geographic area
- There are 163 Community Leagues in Edmonton
- More than 1,500 Edmontonians volunteer on Community League boards
- Thousands more volunteer with Leagues to make their neighbourhood great
- Roughly one in 10 people in the city of Edmonton use League programs

## Want to learn more?

### → **Attend Community Leagues 101**

This one-hour workshop aims to equip community partners like yourselves to work effectively with Leagues across Edmonton. It covers:

- The history, function and legal landscape of Leagues
- Opportunities within Leagues for both staff and service-users at your organization
- Potential barriers to working with Leagues





- League capacity
- The role of EFCL in supporting more effective partnerships between Leagues and community-based organizations
- [Read more](#)

#### → **EFCL Friends & Neighbours Program**

The EFCL is now offering memberships in our federation to other registered non- or not-for-profit organizations, and licensed businesses. The aim of what we're calling the Friends and Neighbours membership option is to welcome, include and support all groups that work to build community.

Are you a business looking to reach potential new customers? A faith community looking to broaden your outreach? A cultural organization looking to better integrate with the broader community? A sports organization looking to expand your reach? The Friends and Neighbours membership with EFCL can help with this. [Read more about the program.](#)





## HOW-TO SAY 'WELCOME' WITH FOOD

Leagues love to celebrate **Community League Day** with barbecues, potlucks or other celebrations that centre around food. We'll walk you through a few tips to make things safer and more inclusive.

### INCLUSIVE FOOD

Food is the ultimate way to say 'welcome.' **If our events don't allow someone to eat, though, our welcome is weakened.** Your preparations here open options rather than restrict them.

#### Halal

Halal options should not contain alcohol, pork or pork products, or meat that's not butchered in accordance with Islamic law. It doesn't have to be difficult. **You can offer almost everyone who eats meat halal hot dogs, for example.**

#### Kosher

Kosher meals should not contain pork or pork products, meat and dairy in the same meal, certain seafoods and meat that was not butchered in accordance with kosher law.

#### Vegetarian/Vegan

Vegetarian options can open up food to many who observe religious rules around food. Vegan foods open even more options. What's the difference? Vegan doesn't include dairy and other animal-based foods.

#### Gluten-/Dairy-Free

**Those who don't eat *gluten* or *dairy* because of an allergy or personal reasons will greatly appreciate it if you offer them something they can eat.** This means knowing the ingredients in what you're offering and making sure something substantial is on offer. Also, it's





better to offer something substantial that's both gluten and dairy free, just to maximize who can eat it.

## Nuts

The best policy is to keep nuts and foods with nuts in them out of your public food offerings. If you are going to offer something with nuts, make sure it's well labeled as containing nuts. The golden rule: Make sure you know the main ingredients on whatever you're serving.

## Beverages

These need the same attention as food. *Coffee* is fine for some, not for others; *tea* is preferred in many cultures. Make sure to have an option that isn't dairy like oat or soy milk on hand to prep that coffee or tea, too. *Alcohol* should never be the only beverage on offer for a celebration.



## TOOL: SAMPLE INCLUSIVE COMMUNITY LEAGUE DAY MENU

FOOD	HALAL?	KOSHER?	VEGAN?	GF/DF?	KIDS?	WHERE TO GET?
HOT DOGS	Halal options exist. <a href="#">Example</a>	Kosher options exist. <a href="#">Example</a>	Some vegan hot dog options are Kosher; check labels.	Many vegan options <b>are not GF</b> ; most actual meat options are GF/DF.	They love hot dogs.	Superstore, Walmart, Costco.
GF HOT DOG BUNS			Yes.	Yes.		Kinnikinnik is an Edmonton company with a <a href="#">store</a> and available in many groceries.
FRESH FRUIT	Yes.	Yes.	Yes.	Yes.	Love it.	Everywhere.
NON-FLAV'D CHIPS	Depends; brands specify on packaging.	Depends; brands certify Kosher options.	Depends; any chip with dairy in its ingredient s is not	Tricky. <b>Gluten is in many flavourings, as is dairy.</b> Look for	Love them.	Everywhere ( <a href="#">FritoLay has extensive info</a> ).





			vegan.	logos.		
VEGGIES and HUMMUS	Available.	No.	Yes.	Yes.	Like it.	Everywhere.

## OPEN HOUSE: ADD ONE TO YOUR COMMUNITY LEAGUE DAY EVENT

Why add an open house to my Community League Day event?

- It's a great opportunity to introduce yourself to your neighbours
- It's a great opportunity for your neighbours to learn about your League and how to get involved
- It can leverage your fun event to engage future volunteers

Okay, But How?

- **Get The Inclusive Word Out**
  - Consider your event's title. Does it include everyone? Advertising a 'Neighbour Event' or a 'Community Event' broadens who feels included.
  - Ensure you've thought about ALL your neighbours when planning food and activities (see our suggestions on this toolkit). Plan food options to draw a variety of ages, diets and cultural backgrounds.
  - If your neighbourhood includes any multicultural organizations, schools, seniors housing, or other potential community partners, be sure to invite them directly.
  - Print newsletters or handouts and get them out to every household and apartment building (use recycled paper and keep them small to be more sustainable).
  - Put up posters in community hot spots (coffee shops, grocery stores).





- Post your event info online wherever your League is active (website, Facebook, Instagram, etc).
- Consider the accessibility of the event in how you lay it out: Wide spaces between tables, wheelchair sitting area, etc. The City has a guide [HERE](#).
- **Create a Welcome Table**
  - Place this table beside your membership table. This is a low-pressure info table.
  - Assign greeters to direct people to the Welcome Table. Ideally, no one leaves your event un-greeted or un-welcomed.
  - Have name tags available and encourage all attendees to wear one. Consider having people add their street or avenue (not their entire address) to inspire natural connections as they mingle.
  - Have brochures and infographics like '[What's a League?](#)' available for people to take.
  - If people seem interested, encourage them to sign up for membership and at the very least get their email so they can stay informed.
    - Selling memberships? Ask those key questions on the back of the card. That's how you'll get future volunteers and make people feel seen and heard. Read more here: [Membership Card How To](#)
    - Use membership questions as conversation starters (have at least a couple of volunteers at the welcome/membership table).
    - Connect people to board members as they express interest (i.e. if they write 'gardening' call over your garden director).
  - FOLLOW UP! Send a follow-up email after the event to welcome any new members. This is a great practice and will ensure you keep communication open.
- **Have EFCL's Community Leagues 101 Powerpoint running in the background**
  - Run the CL 101 presentation (example [HERE](#)), and add some of your own photos and stories to it on a laptop or tablet.
  - Show some of our awesome short videos running that explain Leagues.
    - [What is a League](#)
    - [Newcomer and League Story](#)



- **Facility Tour/ Site Tour**
  - Have people from your board give hall tours every 30 minutes. People are more likely to feel comfortable coming to future events if they feel they know the space.
  - If you don't have a hall, consider a neighbourhood walking tour or other get-to-know-you activity.
- **Opportunity to Meet the Board**
  - Wear t-shirts that identify you as League volunteers.
  - Be ready to chat with people and ensure you free up some of your board for this task (don't hide in the back flipping pancakes – at least not all of you).
- **Engagement Activity Idea**
  - Have big sticky notes on the walls with questions to get people involved: What's your favourite thing about the neighbourhood? Do you use the skating rink? What type of events would you attend? What's an activity you're passionate about? Interested in volunteering?
  - Provide a mingling bingo sheet specific to your neighbourhood to encourage people to talk to each other. Example [HERE](#).
  - Some Leagues post papers with smaller volunteer opportunities at the exit or entrance to encourage people to sign up for 'micro-volunteering' slots: Flipping pancakes at the next event, being a greeter at our CL Day event, running the kids table at the Big Bin, etc.
- **Welcome Kits**
  - Consider having a sign up for 'Welcome to the Neighbourhood' kits for newcomers and deliver them after the event. These can be simple: A walking map of the area, coupon to a League class, something small from a local business.

*Need help running your Open House? Invite EFCL to host an info table, support your event or help your board with planning: [leaguesupport@efcl.org](mailto:leaguesupport@efcl.org)*

