



## Programs for the 2022 Civic Season Criteria + Guidance

We invite you to participate in the **2022 Civic Season** by submitting your events, resources and expertise to be included on the website and in the campaign between June 12 - July 4th.

Building on the [learnings](#) of the inaugural Civic Season, we will have a tighter focus on serving those ages 18-30. In response to your feedback, we're providing more lead time and guidance for planning your role in Civic Season – making it easier for more communities to participate.

To help organizations best reach and engage next-generation audiences, [Civic Season Design Fellows](#), ages 18-30, crafted the below guidelines.

### Questions?

Contact Nia Mosby, Program Coordinator, at [nia@historymadebyus.org](mailto:nia@historymadebyus.org).

### Useful Details

- The submission form will be open between March 1 - April 30.
- The Made By Us team and Design Fellows will evaluate all submissions for fit.
- Organizations may wish to develop new programming **or** submit existing programs.
- Participated last year? You **do not** need to re-submit evergreen resources that appeared on the website in 2021. We are in the process of sorting through these, and will reach out.
- You **will** need to re-submit live and in-person events, since info has likely changed.

### Criteria for Inclusion on Civic Season website

- Resource is non-partisan and fact-based, from a credible organization.
- Resource is available between June 12 - July 4th 2022.
- Resource is ADA-compliant.
- Resource aligns with the Civic Season themes of widening the lens on U.S. history, civic learning and action, celebration and remembering, and many voices and stories.
- Learning:** What tangible knowledge/skills can the audience gain from this?
- Impact:** How will engaging with this event inform the person's perception of the U.S., their community or themselves? Is there a personal or emotional connection to be made?
- Curb Appeal:** What should people be able to tell their friend/family/community in a sentence about this program? Is the description and title grabbing - and accurate?

# Tip Sheet: What Makes a Great Civic Season Event?

**LEARNING  
SOMETHING  
NEW**

+

**PERSONAL  
CONNECTION  
OR MEANING**

+

**ACTION /  
TAKEAWAY /  
NEXT STEP**

+

**APPEALING,  
CRYSTAL CLEAR  
TITLE + DESCRIPTION**

## Developing a Program

- Consider your organization's unique strengths and assets. Do what you do well, whether that's LGBTQ history or walking tours or tech – and build in extension points to younger audiences. Some prompts to get you started:
  - **Strengths:** What is our unique value as an organization? What can we do really well? What are we bringing to the nationwide picture that's special?
  - **Weaknesses:** What kind of programs are we *not* well-equipped to do? Where do we need more help or more information? What parts are we missing?
  - **Opportunities:** Who might we collaborate with to extend our reach? What speakers, performers, leaders or donors might we invite to our local Civic Season event? What technology or materials might we leverage to be a part of the nationwide experience? What key dates or programs are coming up that align?
  - **Threats:** What might get in the way of our Civic Season being a success? What roadblocks do we need to look out for, or uncertainties can we plan around?
- What pieces of your program might be adaptable to short-form or interactive formats? For example, questions in a panel discussion, or a dialogue program, can be made into visual prompts or quotations that you could hand out as postcards or share on social media.
- Consult with different communities or brainstorm organizations near you that serve this audience for collaboration opportunities. Include the audience in your planning.
- Go beyond passive engagement (reading, watching a panel) to create an opportunity for participation (ex. polls, interactives and breakout rooms)

## Understand the Needs of 18-30 Year-Olds

- **Be an Ally.** Step into the ring! Discuss relevant and timely issues of the day.
- **Give something back.** What can they gain by taking part in this? Is there a shareable image, a take-home item, a credit or freebie, or a next level?
- **Help Them Become Their Best Selves.** Connect your work with self-improvement and self-knowledge. Quizzes, badges, and measurable progress are great tools.
- **Become a Trusted Information Source.** If you have credible expertise, highlight that. And show your work. Trust is not a given, and is earned slowly.
- **Be Useful.** Respond to the call for pragmatic resources with practical information. Address problems in the world, make day-to-day life easier, or connect health and wellness into your initiatives.

- **Invite their views.** History is not a closed book – it’s being made every day. Create discussion on topics and welcome new perspectives, even from beginners.
- **Clear expectations.** Sometimes, you might want to listen to a webinar or podcast while you make dinner. Other times, you want to participate in breakouts or do an activity. To help people find events that suit their mood, make it clear what users will DO and the level of participation. Share the agenda, tools, links or other materials ahead of time.
- **What makes a resource or program unappealing?**
  - Seems intimidating
  - No relatable image (i.e. a logo) or easy-to-understand title to draw you in
  - Hard to sign up for or access
  - Too hard to explain to others or understand “what you’ll get” from it
  - Not “useful” information

### Submission Checklist

- **Appeal.**
  - Use a jargon-free title and description
  - Consider a title that is a prompt or a question – this can invite people in and make them feel welcome.
  - Include an image that is more than your logo - ideally, show people doing the activity.
- **Clarity.** What will users do? What is the format? Make this clear up front.
- **Interactivity.** Will there be a panel or Q & A? For virtual events will the chat be available throughout?
- **Accessibility.** Make any accessibility information and ticketing clear. Is space limited? Consider using transcription tools like [Otter](#).
- **Cost.** If the event is not free, a line explaining the cost or that it supports your organization is helpful.