Presents

UNITY IN OUR COMMUNITY

DIVERSITY - UNITY - COMMUNITY
The mission of One Planet United Organization is:

“To be a channel helping to create World peace, breaking down barriers that focus on differences, as well as promoting visionary ways to unite all people.”

“Unity in Our Community” is one of our visionary ways of uniting all people who can often times see differences and forget that it is truly our hearts and our souls that join us together as people. Our religious affiliation, skin color, financial status, political beliefs and other ways we may be different from one another should not be areas that divide us as people. We believe that if we begin at the local community level with programs like “Unity in Our Community” town by town and city by city will grow to where people can break down any walls that often divide them from others, thus coming closer to a peaceful world.

If you need further help in bringing “Unity in Our Community” to life in your community, you can call us at (954) 361-1150 or email us at info@opunited.org. We’ll be here to help in any way we can. Our wish is that your event is so inspirational and successful it will become an annual event.

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Thank you for ordering the enclosed program template. It is the hope of One Planet United that more and more individuals, groups and corporations will become active in bringing our programs, projects and resources to life in their own community. By doing so, you will be a strong part in helping fulfill the purpose of OP United.

OUR PURPOSE

The purpose of One Planet United is to serve the public interest through experiential and educational programs, community projects and resources. Our purpose is to achieve the following:

- Lessen neighborhood tensions in communities, schools and religious institutions
- Eliminate or greatly reduce prejudice, intolerance and discrimination.
- Defend human and civil rights of all people, particularly minority groups.
- Promote the practice of non-violence in solving conflicts.
- Develop individual self respect and defend human dignity of all people.
- Combat community deterioration, crime and juvenile delinquency.
- Promote volunteerism and its positive effects on society as a whole.
- Align corporate support with community needs.
- Promote the equality of all people.

Please help support the ongoing mission of One Planet United

We are dependent on the financial support of foundations, corporations and individuals to keep our mission growing and moving forward. If at this time you are able to make a contribution, we would be extremely grateful. We are a 501(c)3 nonprofit organization in accordance with all IRS laws. All contributions are 100% tax deductible.
“Unity in Our Community”

“Unity in Our Community” is designed as an outreach to the community promoting a program/celebration with the main theme being to create a greater awareness of the need for unity and harmony in our own cities, towns and neighborhood’s. Often in today’s world, we tend to divide ourselves from one another by what house of worship we attend, what color our skin is, what side of town we live on, what schools our kids go to, or who we vote for. Of course it is quite normal and natural to enjoy being with people that we share things in common with. The problem can be though that at times we forget that in order to live in a community of peace and harmony, we have to be able to stand in unity with those that are different than us. We often only see a picture of others as categories and groups rather than individuals who are human beings with hearts, emotions, feelings etc.

A “Unity in Our Community” celebration program is designed to bring people together from all different walks of life, who happen to live in the same city, town or village. The programs focus will be on the things that can unite us rather than divide us and to “celebrate humanity.” It is not a religious event nor is a political event. It is mainly a celebration of humanity that is designed to inspire all who attend.

All people in our society had the unfortunate experience of witnessing the horrors of September 11, 2001. It was a day that will be imprinted in the hearts and minds of everyone on the planet. Aside from the tragedy that was at the forefront, a phenomenon occurred that day that was unlike anything that had ever been witnessed before. It was if we were all literally peeled down to the bottom layer of who we were as people. We witnessed the emergence of almost everyone’s heart and soul as they all reached out to help anyone they could that was in trouble. When people were reaching out to help each other, on this day they were not reaching out to help people who they might have considered “their kind.” All of the divisive ways we often live our lives were stripped away. People were reaching out to help “human beings” in need of help. It was a day that most people would agree; we became “One” as a society. (See attached poem)

Even though the passing years have helped us heal much of our grief and pain, a “Unity in Our Community” celebration is designed to bring back a reminder of the goodness of humanity as well as a vision for going forward. That being, the need to solidify the commitment we must all make to look out for each other and care for all of our brothers and sisters that we live with in our community and in the world.
“ONE”

As the soot and dirt and ash rained down,
We became one color.
As we carried each other down the stairs of the burning building,
We became one class.
As we lit candles of waiting and hope,
We became one generation.
As the firefighters and police officers fought their way into the inferno,
We became one gender.
As we fell to our knees in prayer for strength,
We became one faith.
As we whispered or shouted words of encouragement,
We spoke one language.
As we gave our blood in lines a mile long,
We became one body.
As we mourned together the great loss,
We became one family.
As we cried tears of grief and loss,
We became one soul.
As we retell with pride of the sacrifice of heroes,
We become one people.

We are....... 
  One color
  One class
  One generation
  One gender
  One faith
  One language
  One body
  One family
  One soul
  One people

We are The Power of One.

Author unknown
PURPOSE

This event can be presented for one of the following:

- A special day for all people in the community. Suggestion is that admission be no charge or a very minimal fee charged if funding is needed. If a corporation/s or business/s is sponsoring the event, admission should be no charge.

- A fundraising “Special Event” for a local school, charity or other non-profit organization. Ticket prices would be based on factors such as venue cost, city or town, median income etc. with proceeds being donated to a chosen non profit organization or charity. Many groups and organizations hold special events as fundraisers.
  
  *ie: golf tournaments, walk-a-thons/5K races, dinner dances etc. as a vehicle to raise money. Hosting a “Unity in Our Community” celebration would be a great alternative.*

These fundraising events are either hosted by the organizations themselves or individuals will volunteer as a “third party” who will put on the event and then donate the proceeds to the chosen charity.

GENERAL

A “Unity in Our Community” program can include a nationally known keynote speaker or local speakers who will address the issues of the harm of prejudice, intolerance and division that people often fall into. As well, they will challenge all in attendance to look into their hearts and their thinking as to how they can be a part of healing prejudice, intolerance and division in our culture. At different intervals in the program, there will be musical, drama and or dance offerings that convey the same message of unity and hope for our community and our world.

PLANNING

Committee:
A startup committee of 8-10 people minimum should be brought together. All it takes is one or two people to begin to reach out to those they know from their neighborhood, schools or house of worship and a committee can then be put together. Often in various communities there are groups that gather that might want to take on this project i.e.

- Multi-Cultural
- Interfaith & Interdenominational
- Rotary Club
- Chamber of Commerce
Note: If the event is a “Special Event” fundraiser, either the organization volunteers or the 3rd party volunteers would make up the committee.

**Committee Jobs:**
General Chairperson, Speaker Coordinator, Publicity & Advertising, Accounting/Expenses, Volunteer Coordinator, Stage & Sound, Musical director, Volunteer coordinator, Refreshments, Sponsorships, Video, Event program, Tee-shirt fundraising.

**Time needed:**
In order to have this event be a success and be well attended by the community, a minimum of four to six months time for planning is suggested.

**Location:**
Find a location to hold the event. A downtown civic center, community center, arts center or large auditorium can be secured. Guestimating how many people will attend of course has an impact on how large a space that will be needed. Often times, the center will donate the use of their facility for no charge because of the nature of the event and that it is not for profit. Also, if they do not donate their facility, there is almost always a discount for non-profit events.

**Social Action:**
When holding the concert for free admission, it is suggested that all literature and announcements contain a solicitation as follows:
“Admission is free, however we will be collecting food for the needy as a suggested donation. All food collected will be distributed to (chosen recipient)

**Creating a Theme:**
Choosing a powerful theme is an important part of creating interest for all who become a part of this event. When the committee meets for the first time, it is suggested that a theme be chosen that can be used in all of the public relations material that will be distributed when getting the word out. Here are a few suggestions that can be used:

“Unity. If Not Now; When?”
“We’re All In This Together”
“Diversity Happens. Unity Is a Choice”
“United, the Whole World Can Stand”
“Honoring Diversity, Not Division”
“Celebrating Humanity”
“See First the Heart”
Theme Songs:
A musical theme for the opening as well as when the program concludes can often have a powerful effect. Whether it is performed live or on a track, music has the power to help transform the hearts of those in attendance. Here are a few suggestions that can be used:
(see uioc #4 for sample template)

“River of Love” by David Foster
“You Raise Me Up” by The Secret Garden
“We Are the World” by collaboration of artists
“Niki Nana” which means “We are one” by Yanni
“It’s About Time” by John Denver
“World’s Apart” from the soundtrack “Big River”
“Let’s Talk About Love” by Celine Dion
“Testify to Love” by Wynonna Judd
“We Are Family” by The Staple Singers
“Imagine” by John Lennon
“Everyday People” by Sly and the Family Stone

Music Groups and Soloists:
Local musical groups and soloists can be contacted who desire to participate. Contact local choirs, choral groups, high schools etc. All musical pieces should reflect the theme of Unity in our Community and the hope of a peaceful world.

Dance Groups:
Local dance groups can be contacted and asked to participate in the program. Interpretive dance and all dance movement in general can help create a powerful impact on the audience. All choreography should reflect movements of unity and peace among all people. The suggested theme songs all are very powerful when dance groups perform to the music track.

Drama Groups:
Local drama groups from area high schools, colleges and theatre groups can be contacted as potential participants. For short plays that are designed for programs like these, go to the button on our website titled OP United in Your Community and click on “Looking Glass Theatre.” There are an assortment of scripts to choose from that are designed to bring a message of unity to all people.
Program Outline:
The program from start to finish should be no longer than 2 hours in length. Suggested format might be: (see uioc#4 for sample template)

INTRO – Welcome

Musical or Dance intro (10 minutes)

First Speaker – (10 minutes)

Musical, Drama or Dance piece- (5 minutes)

Second (Youth) Speaker – (10 minutes)

INTERMISSION (15 minutes)
Refreshments and tee shirt sales (if applicable)

Musical, Drama or Dance piece – (5 minutes)

KEYNOTE speaker- (approx 20 minutes)

CLOSING - Comments and musical or dance closing

(Refreshments could also be served at the end of the program.)

Admission Cost:
Admission price will vary depending on initial outlay costs and degree of corporate sponsorship. Also, as noted earlier, if this is a “Special Event” fundraiser, ticket prices should be set accordingly. Free admission is possible with corporate and business involvement which would be a great way to bring many in the community that cannot afford tickets. (See sponsorship description and sample letter.) If sponsorships cannot be secured, a nominal admission cost can be charged. Suggested $5.00 for adults and $3.00 for youth.
COMMITTEE MEMBERS – Job Descriptions

General Chairperson:
Will oversee all sub-committees. Will be the facilitator at committee meetings. Can record minutes of meetings or ask for a volunteer. Make up group email list for ongoing communication.

Speaker Coordinator:
Secures speakers for conference. Nationally known speakers (see uioc#5 for info) have the potential ability to attract a larger audience. Of course there will be a fee that these speakers secure, which depending on corporate sponsorship, will help the committee decide who they might contact. Many communities have very active local leaders that can make great keynote speakers. Also suggested is to secure two additional local speakers that will speak on the theme of the conference. Some of those that the committee might inquire about might be leaders/people in the community that are active in:

- Multi Cultural committees
- Youth leadership (either school or community)
- Interfaith committees
- Local outreach programs

Publicity & Advertising Chairperson:
Most general publicity can be done as editorials in your local town newspaper with a press release sent to the editor. See sample letter (uioc#1) or media relations form (uioc #2) for sample ideas.

Other publicity options:

Posters and flyers can be made to be put up in visible places. Super Markets, Libraries, Community Centers etc.

Purchasing advertising space in local publications is another form of publicity and can be purchased to help promote the event with money from corporate sponsors. Keep in mind that many publications will run ads for non profit community events at no charge. (See Sponsorships)
Sponsorships Chairperson:

Who to Contact

*Local Companies, Businesses and Corporations:
Sponsorships are often secured from local companies, businesses and corporations in the community. It is a good fit for them to use their promotional dollars to promote community events. Many corporations have foundations set up that provide financial grants and funding for organization and community events that they believe make their community a better place. As well, their donations provide tax deductions for their company, so they constantly look for non-profit programs and organizations to support.

The sponsorship chairperson would be responsible to mail out a solicitation letter (see form uioc #3) and follow up with a personal visit and/or phone call. Money raised from corporate sponsors can be used to pay for expenses as they arise. Expenses include rental space for the hall (if not donated), speakers fees (if not using local speakers) refreshments, event program, posters and promotional materials etc. All proceeds after expenses can be donated to a designated charity in the community chosen in advance by the committee. The charity will be the designated non profit corporation that will present the event, thus corporations and businesses will be able to take a tax deduction from their sponsorship donation. The selected charities name or names should go on all flyers and public relations material to note that the events proceeds will be donated to charity.

*Community Relations Bureau:
Another option for sponsorship and fundraising is to inquire with your city, town or village community relations bureau. Many of these communities relations organizations offer scholarship money for nonprofit organizations and community events that will be held in the local area. (adapt form uioc #3 for Community relations bureau.)

*Rotary Club, Kiwanis Club and Chamber of Commerce:
Many local civic minded groups often fund outreach events that are promoted to make their community stronger. (adapt form uioc #3 for Rotary, Kiwanis and C.O.C.)

*Individuals:
Individuals/Philanthropists will often come forward and sponsor community events. (adapt form uioc #3 for individuals)
Financial Accounting Chairperson:
The job of the financial chair is to collect and track all sponsorship and ticket sale money and payout all expenses.

Musical, Dance and Drama Director:
There should be one designated person to oversee the musical, dance and drama portion of the program. Will find volunteer groups and individuals that would want to participate in the program.

Sound/Lighting and Stage Chairperson:
This will be an individual/s that has experience in sound/lighting and stage set up. The stage should need very little attention for the evening because of the nature of the event. Some venues will already have sound and stage personnel that are paid employees, so volunteers would assist.

Volunteer Coordinator:
Oversees all volunteers that will be needed for the day or night of the conference, keeps track of who is volunteering and looks for ways to recruit volunteers. Volunteers help out as ushers with handing out programs, seating patrons. Volunteers will also be needed to serve refreshments.

Refreshments Chairperson:
Oversees the purchase and set up of refreshments to be served following the concert. Often, large soft drink companies and bottling companies as well as restaurants will donate beverages for community and non profit events. Make sure to add their name to all publicity materials in exchange for donated beverages. Contact local suppliers and establishments.

Event Program Chairperson:
This individual will be responsible for creating and designing the event program. Organize the order of the program. Be sure that all sponsors, designated charities, and individual’s names and their submitted material (names and logo’s) are listed.
After the initial meeting of the committee, a monthly meeting should take place to keep up with progress, updates etc. Make group email list to send out meeting minutes and reminder of next meeting. If anyone is struggling with the area that they have volunteered to head up, it is at this time that another person might have some helpful ideas. It is best if all upcoming meetings have a set date, (example: 1st Wednesday of each month or 3rd Monday of each month) so people can put these dates on their personal calendars and set aside the time in advance. The most difficult committees to be a part of are the ones where you get a call late Tuesday night telling you that there is a committee meeting the following night at six. Ahead of time planning is the key to a cohesive committee. As was mentioned in the planning section, a six month minimum time frame is a way to insure that all that is necessary to create a successful community celebration will be accomplished.

SEE ATTACHED SAMPLE TEMPLATES FOR PROMOTIONAL HELP.
Sample Letter uioc #1

Press Release announcement:

    The community of (Name) announces a very special event
    coming up on (Day) (Month) (Year).

    (name)
    Presents:

    A
    “Unity in Our Community”
    Celebration

    (Theme Title)

The City of (name) is proud to announce The First Annual “Unity in Our Community” celebration presented by (name) that will be held on (Day) (Month) Year) at (Location). The time of the event will be (time). This program was designed to bring our community closer together regardless of what side of town we live on, where we worship, what color our skin is, what political party we endorse etc. The need to see ourselves as more than what groups we might fall into is essential to healing in a time when there is a great deal of turmoil and unrest in the world.

The keynote speaker will be (name) who will be presenting a message on the topic of (Theme). There will also be presentations by (Name), and, (Name) and Youth Representative, (Name). Also special musical presentations will be performed by (Name) and (Name) as well as drama and dance groups from (Name). Everyone in the community is invited to this very special event. Admission is ( ). Tickets are available at (Location) or by calling (number).
MEDIA ADVISORY

Contact:
Phone:

FOR IMMEDIATE RELEASE
(month) (date) (year)

“Unity in our Community” celebration presented by (name) designed to promote tolerance, respect and appreciation for all people in the community.

WHAT: In an effort to bring people to a deeper understanding of the need to honor all people, the first annual “Unity in Our Community” celebration is coming to (city name). Speakers will include Mayor (Name), Community leader (Name), and Youth leader (Name) as well as nationally known (Name) who will be the keynote speaker. There will also be musical, drama and dance presentations by (Name) and (Name).

WHY: In light of recent national and world events, it is fitting that we all gather together as a community. The theme of the event is titled (Theme) and the speakers will address such topics as: tolerance, community and world peace, the elimination of prejudice and the need for us to embrace all people as one human family. With a greater understanding and deeper compassion for all people, we have a greater chance in being a part of creating a more peaceful world.

THEME: (title)

WHEN: (Month) (Date) (Year)

WHERE: Location (street and address)

WHO: All are welcome. Admission is (?????).

MISC: Refreshments will be provided.
Dear ________

The community of (Name) announces a very special event coming up on (Day) (Month) (Year).

(Name) 
Presents:

A
“Unity in Our Community”
Celebration

(Theme Title)

The program will be held at the (Name) and will begin at (Time). This event has been designed to draw people in our community closer together by sharing in a celebration that will feature speakers whose message will be dedicated to the need of greater unity among all people. Often our differences can keep us believing and feeling that we don’t have a lot in common with people who aren’t of the same financial status, skin color, political affiliation, or expression of faith. The aim is to bring forth a message on the many ways we are the same and the hope that as we practice greater ways of unity in our community, it can then in turn have an effect on the world at large. There will also be special musical, drama and dance presentations in keeping with the theme of our need to see our similarities and not our differences. The focus of this evening is solely to bring our community closer together and to create more awareness of the need to be more united as neighbors.

We are writing to you to ask that you participate as a sponsor of this event. We will be offering tickets to all who wish to attend at (no charge or $$$) so your financial support would be greatly appreciated. Financial sponsors are needed to help with the cost of rent for the facility, refreshments following the concert, the event program, posters and promotional materials. Any of the proceeds that are left over after expenses will be donated to (designated charity) in our community. By linking your company with this very special purpose, you will be elevating your community as well as your company. All of our corporate/business sponsors will be listed in our event program and on all promotional materials, flyers and posters.
We thank you in advance for your participation. You will be helping to unite our community and bring us closer to peace with all of our neighbor’s here in (Name) and beyond.

Sincerely,

Unity in Our Community Committee
Levels of Sponsorship:

*Platinum Sponsor $2,000
Your company will be named as the title sponsor. Full name recognition on the front of event program and top billing on all banners and promotional materials. Special reserved seating at the event. (25) Tickets provided.

*Gold Sponsor $1,000
Your company will be listed on all posters, banners and promotional materials. Special reserved seating at the event. (15) Tickets provided.

*Silver Sponsor $500
Your company will be listed on all posters, banners and promotional materials.

*Bronze (Individual) sponsor $200
This level of sponsorship is mainly for individuals. Your name will be listed on the back of the program. Can be anonymous if desired.

To participate as a sponsor please fill out your desired level of participation and mail with a check to:
(Name)
c/o “Unity in Our Community”
(Address)

If you have any questions or would like further information, please call or email (Name) at:
Phone:
Email:

(This is only a sample. Wording and financial levels of commitment will vary depending on your geographical area. Also, the financial levels of commitment will be higher or lower depending on whether a keynote speaker with a fee is used or local/community speakers are used.)
(Name)
Presents:

A
UNITY IN OUR COMMUNITY
Celebration

“CELEBRATING HUMANITY”

PROGRAM:

*Intro – Mayor or Community Leader

*Dance Group “River of Love”

*Adult Speaker - (5-10 minutes)

*Soloist – “It’s About Time”

*Youth Speaker – (5-10 minutes)

*Dance Group – “Let’s Talk About Love”

INTERMISSION

*Choir/Choral Group – “Testify to Love”

*Drama Short – “Thursdays with Martin” (See OPU Program - Looking Glass Theatre)

*Keynote Speaker – (20-30 minutes)

*Dance Group – “Niki Nana” (We Are One)
Possible Video in conjunction

*Closing Comments
Securing a Keynote Speaker

Public Figure, Ambassador, Author, Humanitarian, etc.

Securing a keynote speaker of prominence and notoriety is usually done through a speaker’s bureau. These are companies that act as agents for many people who are “in demand” as a speaker. The committee chairperson will need to look up the noted websites and make contact with the agencies to ascertain the desired speaker’s availability as well as how much the speaking/appearance fee is.

BOOKING RESERVATION:

Timing: It can take anywhere from three months to more than one year to book a well known speaker. Most likely, the date that is chosen to hold the “Unity in our Community” event will be chosen related to the availability of the speaker chosen.

Cost: Costs vary greatly depending on popularity of speaker. It can cost as little as $2,500 and end upwards of $50,000 for a one day event. Once again, budgets to secure speakers will greatly depend on corporate sponsors and how much money is secured from these sponsorships. Listed below are samples of agencies that can be contacted for more information. There are many more listed on the web. Type in “Speaker Bureau’s” in your search engine.

Big Speak Inc.
3079 Calle Pinon
Santa Barbara, Ca. 93105
805-569-0654
805-569-9826 fax
www.bigspeak.com
info@bigspeak.com

Harry Walker Agency Inc.
355 Lexington Ave. 21st floor
New York, N.Y. 10017
646-227-4900
646-227-4901 fax
www.harrywalker.com

Many agencies offer plenty of added information, tips and ideas on promoting a successful event as well as people you can talk to on the phone for suggestions.
Noteable Speakers Endorsed by

ONE PLANET UNITED

(Only a partial list)

Marianne Williamson – author “Return to Love” / “Everyday Grace”

Jane Goodall – United Nations messenger for peace

Neal Donald Walsch – author “Conversations with God” series.

Barbara Marx Hubbard – Foundation for Conscious Evolution, futurist

Wayne Dyer – author “The Power of Intention”

Deepak Chopra – author “The Seven Spiritual Laws”

Della Reese – minister/singer/actress

Patch Adams – Founder of “The Gesundheit Institute”

Jack Canfield – author “Chicken Soup for the Soul” series.

Maya Angelou – poet, author, actress, civil rights activist.

Gary Zukav – author “The Seat of the Soul”

Harold Kushner – Rabbi/author “How Good Do We Have to be?”


There are indeed hundreds and maybe thousands of qualified speakers who embrace the ideals of One Planet United. If you know of someone you believe we should add to our list, please let us know at info@opunited.org

We will continually be updating our list of contacts for names and ideas for keynote speakers. Check back often. For local speaker’s bureau, contact us at OP United.

One Planet United is also available to help and assist with securing a speaker for your event. You can call us at 954-361-1150 or email us at info@opunited.org