



## Show Me the Money Day 2021 Event Guideline Supplemental

Community Economic Development Association of Michigan

In response to the Covid-19 pandemic, CEDAM would like to introduce a new set of event guidelines to help you plan your 2021 Show Me the Money Day event.

Please reference the following document as you develop your event outline. These guidelines are designed to be flexible and allow host sites to better respond to community conditions and adhere to all local, state, and federal guidelines related to COVID-19. Host sites will now need to provide an event plan outline as well as an event contingency plan outline as part of their application or renewal package.

Prior to March 2020, all Show Me the Money Events were required to be hosted in-person; moving forward host sites may offer the following four event formats:

1. **In-person:** Considered our traditional event format, an in-person event is a one day event lasting between 4-8 hours, typically hosted at a community center or public building, with workshops, vendor resource tables, food, fun and prizes.
2. **Virtual:** Hosted online, a virtual event may consist of a single day event or broken into small sessions across several days. Much like in-person events, attendees can participate in workshops, giveaways, and chat with vendors.
3. **Hybrid:** Combination in-person and virtual event, allowing individuals to attend in-person or online. Hybrid events will stream workshops online as well as provide additional opportunities for folks to participate from home.
4. **Informational Campaign:** In communities where in-person or virtual events are not possible, host sites can offer an extended outreach and informational campaign. Host sites should conduct a range of outreach activities, including, but not limited to email, phone, mail, and door-to-door information drops. They can also consider pairing with food distributions and other services to distribute information packets.

Depending on the event format selected, you will need to satisfy certain quality site requirements and recommendations:

Type	Description	In-person	Hybrid	Virtual	Informational Campaign
<b>Requirements</b>					
Food and Beverage	Light snacks & refreshments	x	x		
Resource Vendors	Any organization that provide services to LMI individuals in your community	x	x	x	x
Resource Vendor Tables	Space for vendors to talk with and provide info to attendees, vendors are restricted from selling services at the event	x	x		
Accessibility	Responsible removal of barriers that would prevent individuals from attending	x	x	x	x
Workshops	15 min to 1 hour workshops focused on financial empowerment and other important skills or information	x	x	x	
Survey Attendees	Attendee experience survey, provided by CEDAM	x	x	x	
Multi-day event	Event hosted on more than one day				x

Collect Community Demographic Data	When surveying attendees is not possible host sites will need to submit demographic data about the community served				<b>x</b>
<b>Recommendations</b>					
Keynote Speaker	An individual(s) that will provide opening remarks at your event, typically someone whose presence will draw people to the event	<b>x</b>	<b>x</b>	<b>x</b>	
Multiple Platforms (Zoom, Facebook Live, etc)	Events should provide more than one virtual platform that attendees can use to access the event		<b>x</b>	<b>x</b>	
Multi-day event	Event hosted on more than one day			<b>x</b>	
Prizes	Gifts, gift cards, etc that can be given away during the event	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>
Fun Activities	Activities design for all ages	<b>x</b>	<b>x</b>	<b>x</b>	