



## Event planning guide for Scottish Interfaith Week 2025

We will celebrate Scottish Interfaith Week this November (2<sup>nd</sup> to 9<sup>th</sup>) and to mark the occasion we will explore the theme of *Our Future*.

Through this year's theme we will unpack the priorities close to the hearts and minds of Scotland's youth: [Education, climate, mental health, poverty and discrimination](#). We encourage you to tailor your event around at least one of these topics.

We also encourage you to actively engage young people in your event, whether by inviting young people to attend, volunteer, speak or perform at your event.



This resource will guide you through planning your event and ways to engage young people.

## Planning your event

### Choose an issue

Take some time to explore the five priorities of young people: Education, climate, mental health, poverty and discrimination.

Think about issues or campaigns related to these priorities, such as ending child poverty, education reform, reducing fossil fuels, refugee rights, Earth Hour, and Show Racism the Red Card.

Consider where the intersections of faith and belief lie within these issues. For example, you could explore what faith communities in Scotland are doing to support refugees and asylum seekers.

Choose an issue that speaks to you and your community.

### Identify event partner

Research people in your area who are working to address your chosen issue.

This could include: Local and national charities, community networks, councils, libraries and community centres, social businesses, schools, colleges and universities, faith communities, chaplaincies, hospitals, youth

groups (including Scouts and GirlGuiding), and activism groups.

Reach out and invite them to partner with you on an event for Scottish Interfaith Week. Explain the issue you wish to explore and arrange a meeting with them to discuss further.

You may find that many local organisations and groups are overworked and under-resourced. This could mean they do not have the capacity to partner with you, or it could mean having the support of your group to host an event is exactly what they need.

## Identify audience

Who are you looking to engage in your event? Your answer will directly impact the type of event you choose to host.

We encourage you to focus your efforts on engaging young people, but you do not have to limit your audience if you think your event could have wider reach.

## Choose a format

When choosing your format, consider: your resources (budget, volunteer capacity and preparation time), access to an appropriate venue, whether you will need catering, seating, supplies or a guest speaker.

### Informal

Fun activities such as ceilidhs, family fun days and film screenings can be a great way to engage people in an important topic, such as the climate or refugee rights.

These kinds of events can be resource intensive but they can also bring together people of a wide range of ages and identities.

You may wish to feature guest speakers and performances during your event, to educate and engage your audience in your chosen issue.

### Formal

You may wish to host a more formal event, such as a conference, seminar or forum. This could be aimed at a specific audience, such as members of Scottish parliament, students, police officers, teachers or youth workers.

Partnering with another organisation is a great way to affordably host a formal event because you can combine your resources and reach a wider audience. The increased gravitas



can also lead to greater media attention for your chosen issue.

## Display

If you are keen to organise something for Scottish Interfaith Week but are struggling with resources or capacity, you may want to consider creating a display rather than hosting an event.

Work with your local library to create a book display for Scottish Interfaith Week, focused on one or more of the priorities of young people. (You can even use our handy [Library Book Display](#) resource.)

Create a photography or art exhibition and host it in your local library, community centre or school during Scottish Interfaith Week. You may wish to work with local faith communities or places of education to create the exhibition.



Wishing trees are another popular way to engage your community.

Start a wishing tree in your front garden or neighborhood by writing your wishes on a label and tying it to a tree, and provide labels and pens for other people to write their own wishes. Include a wee sign to explain the purpose of the tree and if there is a specific issue you are hoping to collectively wish for, such as an end to conflict or a sustainable future.

## Schools

Building relationships with schools in your area is a great way to engage them in interfaith dialogue and encourage young people's interest in Scottish Interfaith Week.

Invite a local primary or secondary class to visit places of worship in your community.

Talk about your chosen issue at a school assembly or in a classroom visit.

Organise a classroom activity related to your chosen issue and explore how the issue intersects with different faiths.



Support a local school to host a family interfaith evening with parents and children taking part in fun and educational activities.

## Other ideas

Here is a list of other event ideas you can choose from:

- Concert
- Book club
- Potluck
- Walk in nature
- Tour of places of worship
- Open mic
- Poetry or book reading
- Hike
- Volunteer day
- Creative writing workshop
- Cooking class
- Arts and crafts activity
- Meditation
- Wild swim
- Museum visit
- Coffee morning

## Promoting your event

How you promote your event will directly impact who attends and what they expect to get out of the event.

Here are some essential tips to support you to promote your event effectively.

### Design accessible posters

Free design tools such as [Canva](#) can make designing a poster easy and even fun! With plenty of poster templates to choose from, you can feel confident that your poster will be effective and look professional.

If your poster will only be promoted online, you may want to consider designing your poster to be landscape as opposed to the traditional portrait poster style. Sometimes traditional posters can be too information-heavy for sharing online.



Quick tips for designing a poster:

- Write in plain English (avoid jargon or overly-long sentences)

- Use a readable font size (at least 28pt)
- Use a colour palette of only two or three colours
- Use one or two fonts maximum (preferably sans serif)
- Ensure [good colour contrast](#)
- Avoid overlapping text and images
- Use high resolution images
- Only use images you have full permission to share
- Include event host logos
- Ensure the poster has plenty of empty space, so the content does not look squashed

### Be deliberate about social media

Think about where your target audience exists online: are they on Facebook, Instagram or elsewhere? Avoid spreading your efforts too thin and be selective about which platforms you promote your event on.

You can use our [Digital Toolkit](#) to effectively promote your event on social media. The Toolkit includes draft social media posts that you can edit and use, and graphics for sharing and promoting your event online.

### Use other tools

Consider alternative ways to promote your event. Does your community have a newsletter, local newspaper or noticeboard? Utilise promotional tools that already exist and already have an audience.

Many events for Scottish Interfaith Week are published on event websites such as Eventbrite, this can help with engaging a wider audience.

### Build momentum pre-event

You can build momentum for your event by scheduling content on social media in the lead up to Scottish Interfaith Week. Facebook, Instagram and X all have in-built scheduling tools that you can use for free.

Consider creating a variety of social media content in advance (such as a 30-second videoclip announcing the speakers or performers for your event, photos from previous Scottish Interfaith Week events you have organised, photo from a planning meeting with your event partner, graphics from the Digital Toolkit) and schedule the content in the lead up to the festival.

Creating content in advance and using scheduling tools will save you time and energy, and prevent you from burning out before your event has taken place. It will also mean more people will have a chance to find out about your event ahead of the festival.

## Other ways to support Scottish Interfaith Week

If you are unable to host an event but would like to support the festival then there are many ways you can help:

- Promote the festival in a newsletter

- Follow us on social media and share our posts
- Mention the festival in a community meeting
- Think about your own networks – who would be interested in putting on an event?
- Ask your local library or community space to hold an event

Follow us on Facebook [@FollowSIFW](#), Twitter [@SIFWEvents](#) and Instagram [@scottishinterfaithweek](#).