



Community Event Activation Guide

For booths, gatherings, festivals, meetings and public activations.

Before the event

- Create or confirm the event in the system so tracked event QR codes are available.
- Confirm volunteers, hours, location, access and venue rules.
- Prepare QR codes, ribbons, signs, forms and table materials.
- Decide who may take photos and who manages consent.

Recommended booth setup

Zone 1	Welcome + short explanation
Zone 2	Take the Pledge QR
Zone 3	Order Ribbon QR / distribution
Zone 4	Approved photos / stories
Zone 5	Volunteer / partner information

During the event

- Invite, do not pressure: participation is voluntary.
- Explain the symbol in one sentence, then let the visitor scan.
- Keep pledge and order QR codes visually separate.
- Keep personal contact information off public sheets and photos.
- Update ribbon-distribution quantities as you go.

Close-out and reporting

1. Count remaining ribbon stock.
2. Review event pledges, orders and activity data.
3. Upload only photos with appropriate consent.
4. Thank volunteers, partners and hosts.
5. Complete the Community Participation Report.

SÉCURITÉ / SAFETY

Always follow venue rules and local procedures. If a situation becomes confrontational, do not argue



BLACK RIBBON CAMPAIGN

BLACKRIBBONCAMPAIGN.COM

with participants; involve the venue/event lead if needed.