

# HOST YOUR OWN ORION READER MEET-UP

Thanks for your interest in hosting a reader meet-up for fellow *Orion* readers! Meet-ups are a fun (and easy) way to meet new friends and like-minded folk, and to bring alive the discussion of issues from environmentalism to art.

Feel free to pass this information on. If you want to host a reader meet-up, please contact *Orion's* Communications Associate, Emily Glaser, at [eglaser@orionmagazine.org](mailto:eglaser@orionmagazine.org) or 413/528-4422 ext. 31.

## WHAT ORION DOES:

1. Supplies a box of magazines and other materials (including a t-shirt for you, Orion Readers books, stickers, signage)
2. Announces event via the Fresh from *Orion* e-newsletter, Facebook, Twitter, and on the *Orion* website.
3. Shares event with any local *Orion* contributors and/or their followers (via e-mail, social media, phone)
4. Sends e-mail to area subscribers (and anyone else on your list)

## WHAT YOU DO:

1. Find a location for the event, and choose a date

### Suggestions:

Pick a date at least three weeks out, if possible, so there's enough time to promote the event.

Local bars, clubs, or cafés are best. Organic/local focus is usually appreciated. Make sure you contact the location and discuss the meet-up with them to make sure the location suits your needs. Note: Sunday through Wednesday are often the best nights to have a meet-up to avoid weekend crowds and live music that makes it hard to talk. Be creative--is there a farm or park in your town that you love?

Alternatively, if you live or work in a place with meeting/conference/studio spaces, reserve that and throw a potluck. Is it summertime? Reserve a local park space! Have fun and experiment.

Roughly 6 to 8 p.m. is a good time for meet-ups at a bar/restaurant.

Previous meet-ups have been held at:

Busboys & Poets in Washington DC  
Farmhouse Tap & Grill in Burlington, VT  
Marley's Brewery & Grille in Bloomsburg, PA  
Café Aion in Boulder, CO  
Seven Arrows Farm in Attleboro, MA  
SPoT Coffee in Rochester, NY

(over)

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Other *Orion* events have been held at:

Bascom Lodge in North Adams, MA  
South Fork Nature History Museum in Bridgehampton, Long Island  
EcoTrust's Natural Capital Center in Portland, OR

2. Personalize an e-mail that we'll send to all area subscribers

Sample e-mail text:

You're invited to an *Orion* Reader Meet-up on (date) at (location).

Please join me, (my name), and other *Orion* readers for an informal evening over beverages and snacks. I'll be there from 6 to 8 p.m. (ish) with copies of *Orion* magazine (current and a few back issues), stickers, and sample copies of the new *Orion* Reader books. This is a great opportunity to connect with local like-minded folks.

If you have any questions about the meet-up, please contact me or Emily Glaser, *Orion's* Communications Associate, at [eglaser@orionmagazine.org](mailto:eglaser@orionmagazine.org).

Thanks, and see you soon!

Warm wishes,  
You

3. Show up, and have fun!

4. Let us know how your meet-up went. Send us photos, tell us how many people showed up, and relate your favorite moment(s) of the event. We might use them in future marketing or on social media (with your permission).