



A Slice of History Meet-Ups

How to host a Civic Season Kickoff Pizza Party

Developed by: Made by Us

Planning on hosting this event at your organization?

Be sure to inform Nia Mosby so we can provide a kickoff toolkit and feature it!

nia@historymadebyus.org

Program Title: A Slice of History Meet-Up (Can be modified to fit your event)

Ex. A Slice of History: (Topic Attendees are learning about)

Ex. A Slice of History: (Pizza Party & Topic attendees are learning about)

Program Description: Made By Us is excited to pilot local meet-ups for young adults all across the United States this summer. Inspired by our partnership with Pizza to the Polls, we're launching "pizza parties" for 18-30 year-olds and invite you to host one! Designed to be a light lift for most institutions, held solo or in conjunction with existing events, and to meet the needs of younger people for informal, social learning spaces, Slice of History Meet-Ups bring a retro, throwback theme reminiscent of elementary school and the 2000s. Take advantage of the national campaign and groundswell of momentum around Civic Season, and join the fun!

Why a Slice of History: Slice of History Meet-Ups are the latest evolution in Civic Season, a program begun by Made By Us in 2021 to drive a new season of learning and action between Juneteenth and July 4th every year. Civic Season is

co-created by Gen Z and the nation's cultural institutions and is designed to grow and iterate through the United States' 250th birthday in 2026.

We've piloted many different formats to support educational engagement, like picnics, trivia, mini-festivals, live streams, dinner dialogues, tarot readings, Clubhouse chats, and more. The Slice of History series is designed with consideration of all of our learnings so far and leans into the 2023 Civic Season theme of personalization and self-discovery: #MyCivicSeason.

Younger generations want to learn "the history they weren't taught in school." Still, often, the formats provided by credible cultural institutions don't go far enough to meet their other needs for social connection, networking, entertainment, self-improvement, and basic needs like food, comfort, and wi-fi.

Slice of History Meet-Ups addresses several of these core interests with the added benefit of being a national shared experience, aesthetically appealing, And a relatively light lift for institutions.

By providing shared materials and framing, we're increasing the capacity of institutions to try a new format. And by joining together, with mass participation, we can raise the profile of this program and the resources of credible institutions.

Recommended Meet-up Timing: Civic Season Kickoff Weekend, June 17th, Evening, 1-2-hour event

Recommended Meet-up Location: Indoor or outdoor, social-friendly space at your organization *OR* at a local venue near you, such as a library, park or pizza Restaurant, brewery

How your organization can host a Slice of History meet-up in your community

- Hold a Slice of History Meet-Up before or after your existing event, like a film screening, tour or lecture
- Host a Slice of History Meet-Up on its own, using your own assets or prompts or those provided by Made By Us

- Team up with another organization locally to do a joint Slice of History Meet-Up and attract more people by pooling your marketing effort

Ways to share a slice of history during your meet-up

- A Slice of Trivia: Invite participants to tour your gallery/exhibition space, discover pieces of information from your collection that aren't well known, and come back together to play a trivia game
- A Slice of Mystery: Highlight a cool and niche piece from your collection that hasn't/rarely been seen by the public
- A Slice of Bingo: Share unknown history from the past by having participants explore your gallery and find facts to fill in their Bingo card (bonus points if the bingo stickers are pizza!)

How to get started

- Register your organization as a Civic Season kickoff host site [here](#)
- Meet with your team to discuss how you would like to host this meet-up
 - Time
 - Location
 - Budget
 - How to best share your organization's slice of history
- Determine how your organization will host your pizza party
 - Partnering with Pizza to the Polls
 - Reach out to nia@historymadebyus.org for more information
 - Partnering with a local restaurant
 - Other food or drink
- Decide if you want to include any extras during your event. Ideas include:
 - Entertainment: DJ, Bar, Background music, Photo Booth
 - Talent: Local guests (Mayor, Influencers), historic interpreters, artists
 - Activities: Poster and postcard-making (we have some CS posters to share), sticky note question wall, chalk wall
- Add your kickoff meet-up to the Civic Season [website](#)
- Opt in to add-on's provided by Made by Us (guidebook, posters, stickers, extra cost may be associated for printing and shipping)
- Promote your meet-up

- Use the Slice of History graphic assets
- Invite local youth organizations and influencers
- Host your meet-up!
- Follow up with participants following the meet-up
 - What's next
 - Upcoming events
 - Ways to stay connected

Ways to make your meet-up fun and attract an audience

- Embrace the theme!
- A way to grab attention and a want to attend your event is by leaning into the fun aspect of this idea of a retro early 2000s theme. Invite participants to show up in their best early 2000s gear, decorate the space to make it fun and reminiscent of the era, play the best 2000's hits throughout the meet-up. The more you embrace the theme the more people will have fun and feel like they are a part of your space.
- Hire a DJ to provide music for the meet-up
 - Want to be able to provide music from your own sound systems? Be on the lookout for the Civic Season kickoff playlist
- Provide an open or cash bar at your meet-up
 - Don't have a bar on-site? Work with a local brewery to provide drinks for the meet-up. Pizza + Beer = ❤️(Mocktails are fun too!)
 - Another fun idea... Pizza Brunch!
- Invite a guest speaker or a young local influencer to attend your meet-up
 - A guest speaker can host the evening and can add to a lively environment to your event.
 - A local Gen-Z influencer can provide great exposure for your event and help with bringing in a young audience to your meet-up

Email/Marketing Copy

Subj: Experience a Slice of History at [organization name]!

Want to hang out in a space where you can meet someone new? Want to learn about the history that didn't learn about in the classroom? Then join us for a new kind of meet-up this Civic Season!

On [date], we're hosting a Slice of History. A meet-up for young adults ages 18-30. We'll have pizza, drinks, music, and, best of all, we'll take a trip back to the past and discover some lesser-known parts of history. [Include how they'll learn about this new history ex. Trivia and give a taste of the experience with some intriguing lesser-known facts] We'll be exploring all these topics and more with interactive exhibits, games, and activities.

But that's not all! [Include any other fun activations for the meet-up ex. Photo Booth, poster making station. etc.]

So, join us at [location] on [date] at [time] for a night/day of pizza, history, and fun.

Don't forget we're having fun with a blast from the past, so come dressed in your best Y2K fit (think Britney and Justin at the 2001 AMA's) [or another theme from the past] Can't wait to see you there!

Tips from the 2023 Civic Season Design Fellows

- Reach out to local colleges and universities and young adult organizations
 - Many young adults are looking for ways to stay active during the summer. Inviting students to attend your meet-up by asking to be on school emails, sending flyers to student activity and government associations as well as getting in contact with departments like political science can make it easier to get your meet-up in front of students.
 - Reaching out to local young adult associations and groups and inviting them personally to attend your meet-up can also not only attract a larger crowd but bring in new faces that you can begin to cultivate relationships with.
- Provide an actionable takeaway at the end of your meet-up
 - Ex. A way to learn more about the topic they learned about

- Ex. An opportunity to join a local community from individuals that participated your event
- Provide visually appealing photos of the event and space
 - Participants want to be able to see what type of space they will be in for an event and can determine if they actually attend or not
 - Although it won't be the main draw of why participants come to your meet-up showing photos of things they can receive (ex. Guidebook, posters, stickers) can peak their curiosity to want to know more about your event.