



# ping- pong-a- thon

**PING PONG-A-THON**  
EVENT ORGANISER MANUAL  
Planning a Ping Pong-a-thon

# ping-pong-a-thon serve up some justice.

## Thank you for choosing to Pong in 2023!

This year's campaign is all about Ponging Strong (you can [view our awesome campaign video](#) here) and we're so thankful you are along for the ride! We're excited to see communities all over Australia Ponging Stronger than they ever have before!

If this is your FIRST TIME running an event, this manual is full of goodies and tips to ensure you run a fantastic event. If you need any help with anything, please don't hesitate to email us at [admin@pingpongathon.com](mailto:admin@pingpongathon.com), or even better, give our incredible Chief Relationship Officer, Matt Maudlin a call on **0407 891 052**. Yep that's right, we are giving you direct phone support!

If you are a PONG VETERAN, and you've done this before, then most of what is in here is stuff you already know, however I just want to quickly highlight THREE THINGS:

**1. We have Merch this year!** A quantity of headbands and awesome sport socks will be sent to every community that registers this year. All proceeds will of course go directly to The Pong. You can facilitate payments of the merch on our website, or collect cash donations at your event. A pricelist will be sent with the merch, as well as specific instructions on how to facilitate sales for those that want to purchase.

With any leftover stock, you can choose to send the stock back to us, or buy the stock as a community and sell it at your next Pong for 2024!

We also have T-shirts and hoodies for sale, and these can be purchased directly from our website.

**2. We have a BUNCH of new videos and content this year.** We got a lot of super helpful feedback from communities last year that some of video content was getting a bit tired. You can find all the new videos in the google drive under 'Video Resources'.

**3.** This year we are doing something new. It's called the **Pong Immersive Experience**. This is an opportunity for your community to encounter and experience a snippet of what it's like to be tricked into the slave trade. Running the Immersive Experience is by no means a requirement of running a Pong this year, but we strongly encourage it! You can find the outline of this at the back of this manual (Appendix 1).

We hope you all have an incredible Pong season this year. Pong Strong friends.

For Freedom!



David Goode  
Chief Pong Officer

MAY YOUR  
PONG BE  
STRONG



## CONTENTS

<b>PLANNING A PING PONG-A-THON</b>	<b>1</b>
<b>YOU AND YOUR TEAM</b>	<b>1</b>
<b>VENUE</b>	<b>1</b>
ACCESSIBLE/CENTRAL	
SIZE	
EQUIPMENT	
INSURANCE	
AVAILABILITY	
VENUE HIRE	
<b>TOOLS/RESOURCES</b>	<b>4</b>
GOOGLE DRIVE & PRINT PROMOTIONS	
ORGANISER FACEBOOK GROUP	
<b>RECRUITING PARTICIPANTS</b>	<b>4</b>
TIME SLOTS	
MOTIVATIONS	
ENGAGING PARTICIPANTS	
<b>REGISTRATION</b>	<b>5</b>
FUNDRAISING PAGE	
TEAM PONG EMAILS	
<b>RECRUITMENT STRATEGY</b>	<b>6</b>
PERSONAL IS BEST	
GROUP PRESENTATIONS	
<b>PROMOTING THE PPAT</b>	<b>7</b>
SOCIAL MEDIA ENGAGEMENT	
<b>FUNDRAISING</b>	<b>7</b>
<b>DONATION OPTIONS</b>	<b>8</b>
<b>SAFETY</b>	<b>8</b>
<b>RUNNING THE EVENT</b>	<b>9</b>
VIBE/FUN/SAFETY	
INDUCTION/WELCOME/TIME-SLOT TRANSITIONS	

## POST THE EVENT

11

## PING PONG-A-THON TIMELINE

12

## APPENDIX 1: PONG IMMERSIVE EXPERIENCE

14

FIRST STAGE

SECOND STAGE

THIRD STAGE

FOURTH STAGE

FIFTH STAGE



## PLANNING A PING PONG-A-THON

A Ping Pong-A-Thon (PPAT) event requires a local organiser or organising team to prepare for and run the event. The Pong HQ team provides support and resources to make that as easy as possible. Resources supplied include this manual, promotional material and social media engagement.

A Ping Pong-A-Thon event has four simple key ingredients:

- A **group of people** of any age willing to collectively play table tennis for a period of time — most often 24 hours
- A **suitable venue** equipped with table tennis / ping pong equipment
- **Participants gathering sponsorship** from their family and friends
- A **passionate individual or team** who take responsibility to organise/run the event.

There are two key challenges that most PPAT venue organisers face.

1. **LENGTH:** A standard event runs 24 hours so requires sleep deprivation or a team approach, (we strongly encourage the latter). Please note: It is possible to run a shorter event if your community does not have the capacity to run for 24 hours..
2. **ENGAGING PARTICIPANTS:** Encouraging/motivating people to participate in the event with enough lead-time for them to raise sponsors can require some significant effort.

We outline some strategies for overcoming both challenges later in the manual.

## YOU AND YOUR TEAM

We believe an event organiser can be any person with passion and dedication to see a PPAT event run in their community. An event organiser with strong local networks will typically find it easier to host a PPAT.

While many of our strongest events are run by individuals we encourage the building of a small team of organisers with a range of talents/experience including:

- Event-management and organisational skills,
- A passion for justice or community,
- Strong networking and promotion skills,
- Perseverance and creativity (for when things don't go to plan).

As well as a small team we encourage you to reach into your networks for support, encouragement and fundraising. PPAT organisers rely on groups they are closely aligned with including schools, universities, churches, Men's Sheds, sporting clubs, workplaces and other community groups, to help them recruit participants and offer practical support including facilities/venue, equipment, participants or promotional opportunities.





## VENUE

Venue selection is central to the PPAT event. A PPAT is adaptable to almost any venue, however when booking your venue we urge you to consider six key things:

### ACCESSIBLE/CENTRAL

Access for more than 24 hours (set-up, pack-down), security and overnight noise may be factors you need to consider with a 24-hour event. A central and easy to find venue is a big plus. Churches, schools, sporting clubs, workplaces, outdoor community spaces and the local pub have been venues for the event.

When choosing a venue, consider if a local group will naturally participate more if you host it at 'their' venue. A local community hall might be seen as a neutral venue that is more accessible than say a church but if that venue is not 'home' to anyone, people may be less likely to commit to participate.

### SIZE

There is something special about running an event for 24 hours. It's about doing something wild and challenging to make a statement and a stand against the evils of modern day slavery and human trafficking, this is the heart and spirit of The Pong. However, we also know that running such an event is a BIG commitment, so if it makes more sense for your community to run a 8, 12, or 16 hour PPAT, then absolutely do that!

We normally suggest you split your event up in two or three hour timeslots, where participants can sign up to play. Usually we say that a minimum of three participants should be covering each timeslot, in order to man at least one table.

Each PPAT event varies in size depending on the number of participants. A 24 hour PPAT event is broken down in eight consecutive three hour playing timeslots. A minimum of three participants are recruited to play for each three-hour period (two playing, one resting). Therefore, to cover one table for 24 hours requires 24 participants to play for three hours each. Some participants commit to playing for two or more timeslots so you can cover one table with fewer participants in this case.

Most first-time PPAT events that do the full 24 hours aim to simply run one table for the full event duration. Such an event doesn't require a huge auditorium or a lot of table tennis equipment. Adding additional tables (dependent on having more participants) can add to the excitement of the event. The PPAT is about keeping at least one table running for the whole event. You may find that you have certain timeslots that attract more participants (e.g. church youth groups often gravitate to Friday night 6pm–9pm), at which times you can add additional tables. For the quiet periods you may simply have one table running with three people participating.

Look for a venue with flexibility, including a small space for times with fewer participants and a larger space to accommodate busy times. It is easier to create a great 'vibe' in a smaller space than one that is too large and has too many tables for the number of participants.

As event registrations come in, keep an eye on registrations for time slots as players may sign up at any time in the lead up to their event and plan to access more tables accordingly. A first-year event is likely to need one or two tables, growing in subsequent years. As a rough guide you will need around one table for every 20 participants. Organisers will have access to view all players registered time slots in their event from their Dashboard.



## EQUIPMENT

The basic equipment you will need at the venue to run the event includes:

- Large TV or projector
- Computer that can be linked to the projector/TV (with audio)
- PA/Sound system with microphone
- Kitchen or access to basic tea/coffee making facilities
- Toilet facilities
- Whiteboard
- Comfortable chairs/couch/bean bags where participants can rest
- A first aid kit and someone with relevant first aid qualification available to treat any injuries
- Registration table and chairs
- Table tennis tables, nets, paddles and balls
- Someone with the ability to capture high quality photos (and/or video).

## INSURANCE

Ensure your PPAT event venue has appropriate insurance and public liability coverage for all participants in the unlikely possibility of an injury or incident occurring at a PPAT event.

It's important to note that PPAT itself is not responsible for the running of the event, the entity that represents your community will be the one responsible for abiding by all the relevant laws and regulations.

Please ensure for example that if your event has minors participating, that you're abiding by all the relevant laws for them to be able to participate (ensuring consents from their guardians have been sought, and that you and your team members running the event have the appropriate Working With Children checks, as well as any other requirements that may be needed to run such an event in your state).

## AVAILABILITY

When booking your venue please factor in a minimum of 2–3 hours for set up and 1–2 hours for pack up/cleaning at the end of the event. We also recommend your local team has time to rest between set up and the first serve. Plan to have lots of helpers available for set-up and clean up. Have a plan as to how your venue will look before you arrive for set-up.

## VENUE HIRE

Please find a venue that is free of charge or is willing to waive any hire fees. Venue hire fees reduce the ability for your PPAT to raise funds to impact young lives through PPAT Partners. Please contact the Pong HQ team if you have any issues sourcing a suitable venue.

## TOOLS/RESOURCES

Our aim is to provide event organisers with everything they need to run a successful event. After registering an event at [www.pingpongathon.com](http://www.pingpongathon.com), you will be provided with access to the PPAT Event Organiser Resources Folder on Google Drive. You will also be sent print promo materials via mail/post and given access to resources in our Event Organiser Resources Folder on Google Drive.

## GOOGLE DRIVE & PRINT PROMOTIONS

The Google Drive resources and print promo materials will assist you in planning, promotion and execution of your event.

## ORGANISER FACEBOOK GROUP

We also invite you to request permission to join the PPAT event organiser group on Facebook, (search for 'Ping Pong-A-Thon Event Organisers' or email us with your Facebook address to be added). This is an informal community where the team at Pong HQ and our event organisers encourage each other, ask questions and share ideas in the lead up to and during the campaign.

## RECRUITING PARTICIPANTS

Previous Pong participants have ranged in age from seven to 85 years. Due to the subject nature of the event we advise parental discretion for young participants. Participants 18 years or under should have the consent of a parent/guardian in order to participate and should be accompanied and supervised by responsible adults (such as a parent or an adult youth leader) at all events. Where appropriate supervision is provided, PPAT is a great event for young people to be a part of and we particularly encourage father/son or mother/daughter participation.



## TIME SLOTS

When an individual registers online, they nominate their preferred playing timeslot/s. Most people sign up for one playing timeslot, but many will consider staying longer if there is a need for timeslots to be filled as the event unfolds. You can see who has registered to play at which times on your online event page.

## MOTIVATIONS

Participants are drawn to the PPAT for many different reasons. We encourage you to try to tap into several of these motivations when promoting your event.

- A passion for social justice
- A passion for issues of human trafficking/exploitation
- For a fun activity with their mates
- For the love of table tennis
- To make a difference in the world
- To build friendships or strengthen relationships between family members (e.g. fathers and sons)
- For local community experience
- They want to be part of something that changes lives
- Peer pressure — everyone else is registering to play

## ENGAGING PARTICIPANTS

**A typical Pong event has a varied age range of participants.** Stats from our recent campaigns show that there are more 14-24 year olds participating in the event than any other age group, however this group raise the lowest amount of funds of any age group, (averaging \$100-\$150 each). On the other hand, 50+ year olds are the least represented as participants but are by far and away the most successful fundraisers, (averaging \$400-\$470 each).

For this reason, we strongly encourage all event organisers to make a special effort to invite and assist more older participants to sign-up as participants. We also recommend being pro-active with younger participants, encouraging them in their sponsor-gathering efforts. Our most successful events have a space at the venue where participants who haven't gathered sponsors can be assisted in using social media, email or their phone to invite their network to sponsor them, (more on this in the PPAT Venue Set-Up Manual).

## REGISTRATION

The registration process for participants is relatively simple. We provide a secure online registration portal allowing people to sign up, select their playing venue and playing time slot/s and start fundraising. Your online event page also allows you to monitor fundraising and rostering for each event. Sponsors can also make secure credit card donations directly to PPAT through the online portal.



Credit: Adam Dean

## FUNDRAISING PAGE

An online fundraising page will be automatically created for every PPAT participant upon registration.

Participants can personalise their fundraising pages with a photo and sponsorship message and a fundraising target. The secure online donation facilities allow participants to use their social media networks to seek sponsorship from their family and friends.

## TEAM PONG EMAILS

All participants will receive a welcome email from Pong HQ and a weekly email in the lead up to the event which provides inspiration and resources to encourage participants in their fundraising efforts.

## RECRUITMENT STRATEGY

### PERSONAL IS BEST

We cannot stress this enough: the most effective way to get a participant to commit to signing up is to ask face-to-face. Even better if the asker is someone the potential participant knows and trusts.

With this in mind, identify key people of varying ages in your community group, school, sporting club or church who others naturally follow I.E. people of influence. Invite them to join you for a coffee or meal. Share the vision of the PPAT with them by utilising the promo clip or other resources on the PPAT website. Get them registered to play and invite them to be part of the core team to get others in their networks signed up.

Brainstorm together how you as a team could get others involved. Place the PPAT promotional material in the hands of your team. Don't try to do it all yourself!

With a handful of key people signed up and pumped about the event, encourage them to gather others from their circles of influence and repeat the process you have undertaken with them. Encourage them to utilise promo material, website and social media as well as directly asking those in their networks to participate.

### GROUP PRESENTATIONS

While the personal approach is always best more public promotions are a good way to reach a wide audience and spark interest. Here are some ideas for what to do with a five-minute spot at your community organisation, sporting club, school or church:

- Show the PPAT promo clip, (available on the PPAT website)
- Have a handful of influential people of varying ages who you've already signed up share with the group why they are getting involved



- Invite participants to register on the spot
- Set up a sign-up booth where people can register on the spot on a tablet or laptop via the PPAT website.

Build momentum by repeating the invitation and don't forget that personal is always best. Some people need a push to get committed. With momentum building encourage registered participants to invite their friends, relatives and work colleagues to play in the event with them. Refer to the PPAT Timeline (Appendix) for an indication of the best time to start recruiting direct to participants.

## PROMOTING THE PPAT

Local event organisers should make contact with media in their area to pursue promotional opportunities **only when** they have the capacity to do so. This is not a vital part of running a successful event. Priority should be given to social media over and above radio or print media. If social media is not your strength, please invite someone to join your team to assist in this area..

## SOCIAL MEDIA ENGAGEMENT

PPAT social media (Facebook & Instagram) is regularly updated for you and your participants. Please 'share' and 'like' content on this page when it is relevant to your community. We also use social media engagement to provide fundraising updates. Event organisers are encouraged to utilise social media wherever possible to promote the event. Online 'buzz' plays a large role in fundraising around the 24 hours of each PPAT event.

A number of event organisers create a local Facebook event page for their PPAT event and encourage participants to invite others from their networks to the page. We encourage this if you will find it helpful but ask that you link back to and encourage your community to connect with our main Facebook page also.

## FUNDRAISING

The PPAT raises funds for several partner organisations in Australia, Thailand, Cambodia, and India engaged in the prevention and aftercare of young people who have been significantly impacted by human trafficking and/or exploitation. The PPAT event is heaps of fun, however, one of our key aims is to: empower our partners to bring freedom and justice to the most exploited in our world by empowering people to take a stand against this injustice. This is the heart of the Pong!

As the PPAT event draws closer, the event organiser continues promoting and recruiting participants but their focus also shifts towards encouraging participants to fundraise and advocate. Early registration will help you and your participants to focus on fundraising over a longer period and maximise your efforts. Some people will make a last-minute decision to participate and have limited opportunity to raise funds but they can still register at the event and make an effort to gather sponsors during their playing slot!

Participants will find that different sponsor-gathering methods work best for their individual personalities. Some charismatic 'people-person' types are confident in asking everyone they know to sponsor them, others are too shy to make a direct ask face-to-face and so prefer to do all of their asking via email/ social media. Encourage people to try different approaches that work for them, including:





- Talking to their family, friends and work colleagues about why they are participating using the sponsor cards and promo material
- Linking family, friends and work colleagues to their personal fundraising page via a direct email or message
- Engaging social media networks with their motivations and a link to their sponsor page
- Seeking another creative way to spread the PPAT message with friends or colleagues. One event organiser last year put out the challenge to his network that he would shave his head if he reached \$1,000 in sponsors as a way to motivate people to give. Often our event organisers set the standard and are typically among our largest fundraisers!

**Please encourage participants to engage with the Participant Fundraising Guide which participants will be able to access at the PPAT website's Resources page.**

## DONATION OPTIONS

Donations to PPAT can be made via the website (credit card, Google Pay or Apple Pay), direct deposit (bank account details are listed on sponsor cards you will receive in your print promo material) and credit card, (made via the website) or via cheque (made out to 'P4T Inc'). Cash donations handed in by participants at the event can be provided to us via direct deposit or cheque.

Please note: Donations to the PPAT are tax deductible in Australia and the USA. This means that we are legally required to provide a receipt to anyone who sponsors a participant. We can only do this when we are provided with the details of the donor, (name, email address, amount of donation, etc). With this in mind we strongly encourage online donations to be promoted as the primary method for donating (receipts are automated with this method). Online fundraising is by far and away the most effective method for most participants anyway!

## SAFETY

Ping Pong-A-Thon is committed to being a safe organisation for children. To protect young people engaging in our events as well as our Event Organisers, venues should be supervised at all times and all reasonable measures taken to reduce risk at your events.

Ping Pong-A-Thon strives for best practice in all aspects of its operation and highly encourages all organisers to hold a valid Working with Children card (or state equivalent) and advises all events to have a sign-in/out sheet at the venue for all persons in the case of an emergency or incident of any nature.

Other safety protocols and requirements may be needed to run an event in your state. The above guidelines and tools are only suggestions provided by PPAT to give you an idea of what may be needed. Please make sure you consult with the relevant local authorities to ensure you have all the necessary policies and procedures in place to be able to run an event.

## RUNNING THE EVENT

### VIBE/FUN/SAFETY

Create an atmosphere that helps all participants experience a sense of community, fun and enjoyment. You and your team set the tone for the event. Get another person to help you with the admin aspects of the event so you are free to engage personally with participants. The more that participants have a good experience, feel like they belong and are a part of something significant, the more they will engage, return in future years and encourage others to get involved. Create a great event by giving attention to all of the little things: create a comfortable Rest Area for participants to relax in, provide food/drinks, keep participants updated on the overall event progress, warmly welcome people on arrival, take an interest in getting to know the participants throughout the event, assist & encourage them with their fundraising efforts, thank them for their efforts at the end of their timeslot and overall have a positive and energetic attitude.

Have a First Aid kit on hand during the event. Band Aids and an ice pack are the most often needed items for this event. Encourage older participants not to over-exert themselves. We strongly advise that you have someone with current first aid qualifications available to assist throughout the event.

### INDUCTION/WELCOME/TIME-SLOT TRANSITIONS

As participants arrive at the venue:

Welcome them.

If a participant is aged 17 years or under, the participant must be signed in at their venue. Please refer to the Minors Participation Policy for further details (available on Google Drive and in our FAQ at [www.ping-pongathon.com](http://www.ping-pongathon.com)).

Ask each participant as they arrive whether they have any cash donations that they have brought with them. Some forget to hand money in, so make sure you ask every participant on arrival. If participants have a completed Cash Record Sheet that details cash donations they have collected, collect this sheet from them and the corresponding cash. Ask the participant to sign off their Cash Record Sheet, then sign it yourself, and transfer the relevant information to the Venue Cash Record Master Sheet (on the Pong USB and in the Event Organiser folder on Google Drive). Place all participants' Cash Record Sheets and all cash donations in a safe place.

If a participant has not collected any sponsors (note: they may have done so online, so ask them) there are two options. They can make a personal donation (\$50 for workers, \$20 for students) or they can commit to make an effort to engage their family and friends via email/FB message/tweet/SMS while they are at the event. Please assist participants throughout their timeslot if they are unsure how to do this.

Invite participants to take a seat in the Welcome Area.

Once all of the participants for a timeslot have arrived (if they are late you may need to start with whoever you have there), gather them in the Welcome Area, introduce yourself, make it clear to all participants who your venue supervisor is (this is likely to be yourself) and that they should come to you directly with any concerns they may have throughout their participation. Let participants know how to access toilets, emergency exits, food/drinks and how they can access tablets/computers in the Relax Area to engage sponsors.

**Then play them the Pong Welcome Clip**, (On Google Drive).

Note: you will need something on which to play the clip and sufficient volume for it to be heard over the sound of table tennis being played in the background. If possible, have the Welcome Space in another room/space that is enclosed (no distractions of table tennis being played etc.). If you have a projector available, use it. Alternatively you may just have participants gather around a large TV or computer to play the clip if you are only running a small event.

**Don't be tempted to skip the Pong Welcome Clip** as this often captures the hearts of participants who haven't really understood the purpose of the event. Please note: there is a youth version of the Welcome Clip available (See the Event Organiser Manual on Google Drive) for school events or for sessions where young participants are participating. This clip is still PG-rated and has reference the death of a child in it. It is recommended for late primary school students and above. If a young child is participating let their parent know that the clip is PG rated. They can use their discretion as to whether their child watches the clip or not.

Some people may turn up to the event without registering to participate. **Help them to register for the event on the Ping Pong-A-Thon website** (they can do this on their phone or on a computer/tablet at the venue) **and encourage them to spend the first part of their playing time focused on gathering some sponsors** by sending out emails/FB messages/tweets/SMS's (note: all participants who have included a mobile phone number when registering will be sent an SMS prior to their participation in the event that they can forward on to their network to gather sponsors). Registering participants helps them understand the process for involvement and helps us widen our database of potential participants in coming years.





## POST THE EVENT

As soon as possible, transfer all cash donations to:

**BSB: 633 000, Account No: 152 097 234, Account Name: P4T Inc.**

This amount should be the total of all participants' cash donations and/or any cash donated by others who have come to support/watch. Please mark all bank transfers with the name of your venue so we can record donations accurately. If you receive funds in the days following the event, please transfer additional funds.

***Please email [admin@pingpongathon.com](mailto:admin@pingpongathon.com) when you make any bank transfers.*** Include the amount transferred. This helps us match the transfer to your venue.

Please send all participant Cash Record Sheets AND the completed Venue Cash Record Master Sheet to Pong HQ following the event. This information is vital in enabling us to send tax receipts to everyone who made a cash donation. **We are legally required to do this** and to provide proof of record-keeping processes to fundraising/government bodies that have issued fund-raising permits for the Ping Pong-A-Thon. Pong HQ's postal address will be emailed to you at the conclusion of your event with a reminder of post-event procedures.

Please **DO NOT** bank the cash into your own account and then make the donation via a credit for the full amount. This causes problems with our receipting and effects our reporting to the regulatory authorities.

Thank all who contributed to organising/promoting your event. Place a note in the newsletter/bulletin of your host venue (church/school/community group) letting them know how much was raised and thanking them for allowing the event to be held in their venue. Attempt to personally thank (or write a note) to people who assisted in a key way.

Provide relevant feedback about the event to Pong HQ in the weeks following your event. Your thoughts/feedback will help us improve the event for future years.

**Give yourself a big pat on the back. Go home. Have a cup of tea. Take a bath. Be kind to yourself.**

**And be pleased in the knowledge that your efforts have impacted many young lives and the lives of some of the participants in a powerful way!**



## PING PONG-A-THON TIMELINE

You may find it helpful to print out and cross off things as you complete them.



### 2 MONTHS BEFORE THE EVENT

Begin sourcing table tennis equipment for the event. Invite your local sporting goods retailer to consider sponsoring the event with the provision of nets, paddles, and balls.

Begin direct promo spots (both internally and externally) in churches, sporting clubs, schools, and community groups. Set up a Facebook page for your PPAT event.

If you have the capacity to do so, use the media resources provided by Pong HQ to contact local print media and/or radio stations to get behind the event.



### 2-3 MONTHS BEFORE THE EVENT

Distribute PPAT promotional material (received from Pong HQ) to key leaders/contacts in your region.

Encourage leaders to begin general promotion of the event in their networks. Send them the relevant information from this manual to assist their recruitment efforts.

Seek permission for initial promo spots to be held next month.

Invite a well organised/admin savvy person to assist you in your organising of the event.



### 4-6 WEEKS BEFORE THE EVENT

Begin face-to-face recruitment direct to potential participants. Follow the relevant info in the Recruitment section of this manual.

Key focus is on getting people registered to participate and encouraging them to gather sponsors.

Contact each of your key contacts and see how they're going with promotion. Encourage them to keep at it. Emphasize that the easiest and most effective way to get people to commit to the event is to invite them face-to-face and/or have a sign-up booth at church services or community events, where those who are passionate about the event directly ask others to sign up and participate in the event.

Encourage participants to gather sponsors.

Continue promotion to community groups and gain permission for another round of promo spots at your local church, school, sporting club, etc.

Make a list of any equipment you need to source or people you need to help you organise/run different aspects of the actual event.



### 2-3 WEEKS BEFORE THE EVENT

Promote, Promote, Promote! Continue to recruit participants and encourage their fundraising efforts. Refer to the PPAT Promotion /Fundraising/Recruitment information in the manual.

Keep checking in with key leaders to encourage their recruitment efforts.

Continue promo spots with a dual emphasis on recruiting participants and inviting people to sponsor participants at a booth/table at the end of the meeting. Ask participants who are doing well in sponsor gathering to share with others how they're going about it — what is working for them. This will encourage those who've not yet started gathering sponsors. Keep an eye on the PPAT Facebook page for stories like this that you can share with your community.

Follow up with people who have agreed to loan table tennis equipment and organise a suitable time to pick up the equipment

Invite some people who are participating in the event to assist you with any aspects of setting up or running the event.



## 1–2 WEEKS BEFORE THE EVENT

Many people will sign up this week and do the bulk of their sponsor gathering from this point. Keep promoting the event, recruiting and encouraging participants to gather sponsors.

Do one last promo spot the weekend prior to the event with an emphasis on sponsorship. Play a clip from the PPAT website that moves people's hearts and invite them to donate on the spot.

Make a shopping list that might include:

- Table tennis nets, paddles and balls
- Tea, coffee, milk, drinks and basic snacks
- Food for meals, (if you decide to provide any meals)
- Garbage bags, bluetack, whiteboard markers (source whatever you can without cost where possible).

Check with the event venue to ensure there are no issues with the booking. Arrange a time to access the venue, (pick up keys, etc).

Ensure you have a well-stocked first aid kit and someone qualified available to provide medical attention during the event.

Print the relevant Event PDFs from your organiser Google Drive folder (i.e. Hall of Fame records, Pong Stories, Social Media Messages, Cash Record Master Sheet, Minors Participation Policy/Sign-in, etc).

**Test-run the 'Welcome to Venue' clip that you will play to participants at the start of each new timeslot. This will be made available to you in the weeks leading into the campaign.**



## 1–2 DAYS BEFORE THE EVENT

Shop for everything on your shopping list.

Ensure the table tennis tables and equipment have been moved to the venue.

Contact your event helpers to confirm what time they are needed and what they are responsible for.

If you have access to the venue, set up the space, (you never know what emergencies might crop up on the day of the event that might require your attention!). Test the PA and computer to ensure the film that will be played to participants can be seen and heard!

Get some rest!



## APPENDIX 1: PONG IMMERSIVE EXPERIENCE

This experiential exercise can be tailored to your community's needs, but essentially we have five stages that we encourage you to have as a part of the experience. Having participants experience all of these stages will hopefully give them some appreciation of the reality of slavery, to empower them to know what they can do about it, and lastly to help them understand and appreciate the freedom that they have and enjoy. The experience should go for about 20-30 minutes.

To successfully do this experience, you will need to have two rooms set aside (or zones of rooms, but separate rooms is preferable), and at least one leader that can drive a car.

We suggest you do this experiment with small groups (4-8), or one to two car loads. For youth groups, this experiment needs to be done with groups of the same gender, and for youth no younger than 15 years old, due to mature themes.

### FIRST STAGE

Take the group into a separate room from where other participants are playing table tennis. Before they enter this first room, tell them they need to bring everything they have with them (bag, phone etc, whatever they brought with them on the night).

Get them to all sit down, and describe the following scenario:

Imagine a recent friend of the family, someone that you have built a friendship with over the past year says that they have this incredible opportunity to do some seasonal work on a farm. It goes for the whole school holidays (two weeks), and you'll get paid 4x what you currently earn (whether it is pocket money / casual jobs for youth groups, or your normal day job if this scenario is being conducted for adults). The main work you will be doing is helping pick fruit. The family friend has made it clear that everything is paid for, accommodation, food, transport to and from the farm, they will look after everything.

You decide to accept this opportunity (if it is for youth groups, you talk to your parents and you get the permission to say yes). You're excited, you obviously aren't looking forward to the hard work, but the family friend has promised that the work days will be 6-7 hours long, starting first thing in the morning and then going through till the early afternoon, so you'll have plenty of time to rest in the evenings.

Now get the participants to share what they would buy with this money. Then once you have discussed this, ask them what they might buy for someone else, assuming they couldn't spend the money on themselves. Then discuss this.

### SECOND STAGE

You then tell the group that you have to leave all your belongings in this room, as you aren't allowed to take anything with you on this trip. It sounds a bit weird that you can't take your phone for example, but you trust your family friend.

Then take the group into the car (If you can't take them in a car, then just take them into another room, or go for a walk somewhere away from the rest of the group. The idea behind the car journey is that they are experiencing a journey, like you would be in the scenario).

Take a drive for about 4-5 minutes, and while you are driving explain what is happening in the scenario. You start to drive to the farm, but you realise that the area that you are being taken to is not near farmland, rather it looks like you are being taken to the coast. You explain that you eventually arrive at a port, where the family friend then introduces you to another guy, who you have never met before. He seems friendly, but you don't know him. The family friend explains that he will meet up with you later, and that he just has to run some errands. At this stage you are a bit unsure of what is going on, but you trust your family friend.

This new guy leads you to a building that is in the port, and there you meet a whole bunch of other people your age that are also there to work. Some believe that they are doing farm work, others believe that they are doing work on a fishing vessel. They all seem friendly and you immediately develop friendships with some of them. This new guy then addresses everyone in the room and says that the contractor paying you for this work has changed and now the opportunity is working on a fishing ship, helping with the netting. The hours are the same, each person has their own sleeping quarters on the ship, and to sweeten the deal, they are now offering you double what you originally were offered. At this stage you really don't know what you should do, but with everyone else seeming to be comfortable with the arrangement, you decide to say yes. The extra pay will of course go a long way.

Explain all of this while you are driving the car. Once you are done, you can head back to where The Pong is being held.

### THIRD STAGE

You then take the group back to the same room you started in and once you are back in this room you continue to explain the scenario. You explain that you are then taken on a ship, the ship is a decent size, and everyone seems to be getting along well. You travel on the ship for about an hour until you meet another, much smaller fishing vessel, in the middle of the ocean. It's at this point, the demeanour of this new guy that your family friend introduced you to changes, and almost demands you get on this smaller fishing vessel. At this point you are pretty worried. You do as you are told and are immediately put to work. You work the whole day, you're sea sick, and the dinner they feed you at the end of the night is not even enough to fill you up. You complain and say you want to go back to land. They say they can't do anything to help you, but at the end of the two weeks, you'll get paid and the ship you came in will pick you up.

You then go to your living quarters, and you soon realise it's nothing like they pictured. All of you are jammed into the same room, with no windows, no ventilation, and you're sleeping right next to each other. It's at this point you realise that things are very wrong.

You continue to do the back breaking work, sometimes working from 6am to 10pm each day. You get sick, but you hold onto the hope that at the end of the two weeks all of this will be over, you'll get paid, and you'll be able to go see your family.

The end of the two weeks finally comes around. This whole time they have promised that the job will end on the afternoon of this day. You work in the morning, and then in the afternoon you see the ship approaching that you came in, and suddenly hope is kindled. Finally, you can go home! However, not is all as it seems.

The captain of the fishing vessel explains that they need to transfer the catch of fish that has been taken over the past two weeks onto the ship first, then you'll be able to hop on. But this never happens. The fishing vessel unloads the catch, and then all of a sudden the ship starts to move away. You scream and yell and ask what's going on. It's at this point the captain restrains you and threatens you saying that if you

don't do what he says and work for another two weeks, he'll result to violence against you. Your mind is filled with horror and terror, you can't believe what is happening. Yet you can't do anything, you have no way of contacting the outside world, you are completely alone.

You go back to your sleeping quarters that night, crammed right up against all your other co-workers, or co-slaves, the room is completely black, and you are left with your own thoughts.

## FOURTH STAGE

You then explain that the group is now going to have a micro snap-shot of this experience. You explain you are going to lead the group into a room, where everyone is going to lie down right next to each other for 5 minutes, thinking about what this experience would be like, listening to the sounds of the boat and the ocean. Have the following clip playing nice and loud before they enter the room.

[https://www.youtube.com/watch?v=RD\\_-kIdIEqw](https://www.youtube.com/watch?v=RD_-kIdIEqw)

Try and black out the room as much as possible. Explain that if anyone feels uncomfortable in this experience, that they can get up and leave at any time. Some communities that we did this in the feedback stage added cans of open tuna as well, to add the fishy smell! Feel free to do this if you like!

## FIFTH STAGE

Once the five minutes have passed, go back to the first room and get them to write on a piece of paper a journal to themselves, what they would be feeling if they were in this situation, then once they have done this, get them to share some of their thoughts.

Finally, explain that this exact experience happened in the south of Thailand a few years ago. Sam (not his real name) was a young dad from a poor village in central Thailand and was desperate to find work that could pay him more to provide for his family. He accepted a short term contract on a fishing boat from a family friend that promised to pay more than double what he could get in his village. He proceeded to do the work, and then once the contract term was up, they physically abused him and threatened to harm his family if he didn't continue to work.

He was stuck on this fishing vessel for over three years, working 18 hours a day, completely alone and isolated.

How was he rescued? While he was on this fishing vessel, one of The Pong partners was investigating this trafficking ring. Once they had enough evidence that something illegal was going on, they did a raid with the Thai Federal Police and Sam was rescued from this fishing boat.

In getting involved with The Pong, explain that we have a direct hand in reducing and seeing freedom for people like Sam. This is the power that is in your hands right now! By fundraising, by using our freedom, we have power to change the course of someone else's life forever.

For those running a Pong in the context of a faith community, we encourage you to talk about Luke 4:16-20, and us continuing to fulfil this scripture as the hands and feet of Jesus by setting the captives free.

Before they go back to the rest of the group, encourage them to reach out to at least one new person to ask them to donate to them in their Ponging efforts. There are millions of other Sams out there right now, and we have an opportunity to do something about it.