

RASPBERRY JAM GUIDEBOOK

STARTING AND RUNNING A RASPBERRY JAM:

ADVICE GATHERED FROM THE
RASPBERRY PI COMMUNITY



Foreword

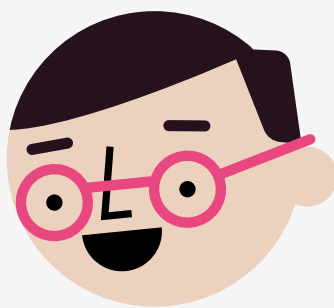
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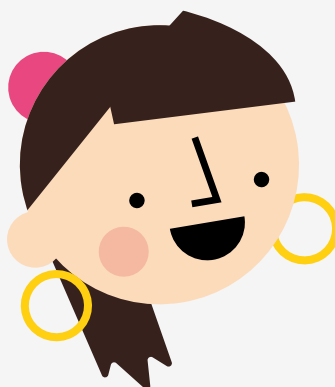
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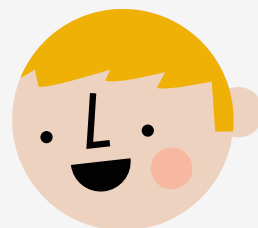


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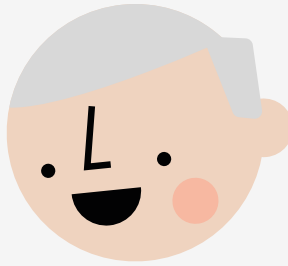
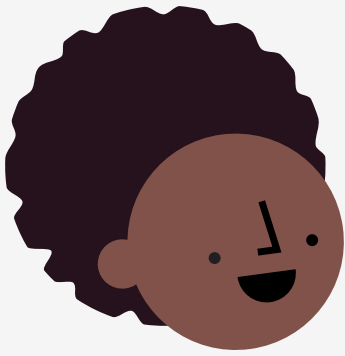


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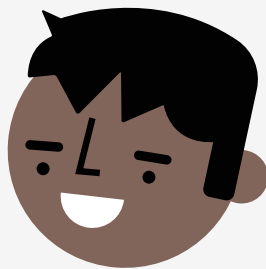
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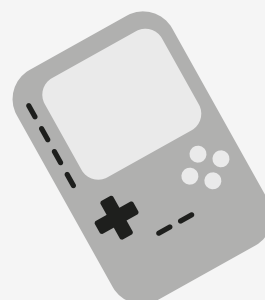
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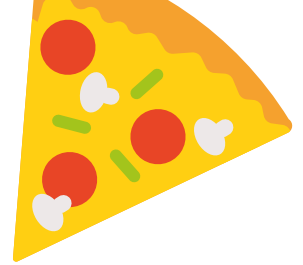
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FOREWORD



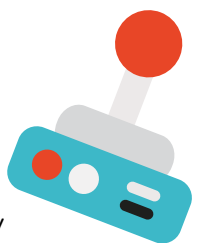
Raspberry Jams are something of a phenomenon. Independent and run by volunteers, they gather together people from all walks of life to celebrate the Raspberry Pi in particular, and digital making in general. They have spread throughout the world, from humble beginnings in the north of England to the Far East and North America, and they show no signs of slowing down.

The guide you are about to read is a compilation of advice from Raspberry Jam organisers throughout the UK, designed to help you run the best Jam you possibly can. It features sections on how to get started, planning your activities, safety and safeguarding, managing finances, planning and organisation, collecting feedback, and developing your Jam. The Raspberry Pi Foundation has gathered information vital to anyone who wants to run and develop a Raspberry Jam.

Jams are an expression of the Raspberry Pi community's support for the goals of the Raspberry Pi Foundation. Jams help the people who attend to explore the world of digital making through the sharing of ideas, knowledge, expertise, and enthusiasm. As a Jam organiser, you are at the forefront of this quest to bring people together. In return, you can expect an immense amount of satisfaction from witnessing wonderful moments: when a child first turns on an LED and gasps; when an adult manages to explain something for the first time without using technical jargon; when that first solder joint looks perfect; when the first robot moves; and, most importantly, when anyone realises that they are not alone. You can also expect to be very busy, both in the lead-up to the event and on the day itself!

Our Jam in Cambridge started small, with just 30 people in one room. It has now grown to roughly 150-200 people per event. It has taken a lot of hard work and dedication to get it to this size. We have developed our Jam into other events: Pi Wars, a robotics competition, which this year took place over two days; and Potton Pi and Pints, which is a much smaller event held upstairs in a pub. All of these models work, as do many others. There are Jams taking place at work venues, universities, libraries, hackerspaces, conference centres, and even museums.

Each Jam has a different flavour, each Jam attracts a different group of people, and each Jam has a different buzz about it. As a Jam organiser, all you need now is enthusiasm and a desire to ask those vital questions: where will I hold my Raspberry Jam, and what will it look like?



Michael Horne and Tim Richardson
Cambridge Raspberry Jam

RASPBERRY
JAM

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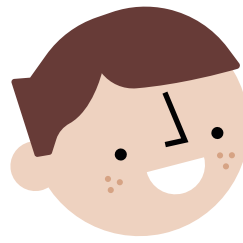
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INTRODUCTION



This guide is provided by the Raspberry Pi Foundation to help members of the community to set up and run Raspberry Jam events. Raspberry Jam events are organised and owned by the community. They can be started by anyone who is enthusiastic about digital making with Raspberry Pi. The Raspberry Pi Foundation supports and promotes events, but they are fully owned by the organisers. We recommend that Raspberry Jam organisers follow these guidelines, which have been gathered from community members running events in the UK. If you are running a Jam in another country then it is your responsibility to research and follow the legislation that governs your region.

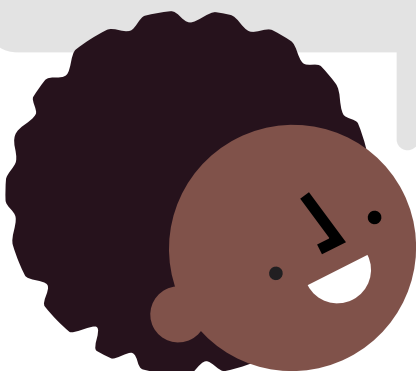
Contact the Community Manager at jam@raspberrypi.org to provide feedback, or to ask for further support.

What is a Raspberry Jam?

Raspberry Jams are independently organised community events where people get together to share knowledge, learn new things, and meet other Raspberry Pi enthusiasts. Attending a Jam is a great way to find out more about the Raspberry Pi, learn what you can do with it, and meet like-minded people. Raspberry Jams provide opportunities for people to get involved in digital making with Raspberry Pi, develop their abilities, get together, have fun, and socialise. They are usually free or very cheap to attend.

There is no one way to run a Raspberry Jam. Every Jam is different. Choose a format that works for you, and change it over time as the event develops. Some Raspberry Jams are more structured, with talks and workshops. Others simply provide a space for people to meet up and talk. Your Jam could be a meetup in a pub, or a large gathering with a PC suite, workshops, practical activities, and a lecture hall!

Jams range in size. Some involve a handful of people, while others cater for hundreds, with plenty somewhere in between. With smaller events, it is usually easier to focus on practical activities such as workshops. Larger events tend to be less practical, featuring talks and show-and-tell sessions.



"One of the really good things about running a small Jam is that we can spend one-to-one time with each person".

Andy Melder - Southend Raspberry Jam



The best Jams I've been to are the Jams with people of different ages, and different levels of experience.

Alan O'Donohoe -
Preston Raspberry Jam

It's great to see the passion from the kids in creating cool stuff with Raspberry Pis and code. That lightbulb moment makes all the prep, setup, and pack-down time completely worth it.

Andrew Mulholland - Northern Ireland Raspberry Jam

We have found that our Jam attracts all types of people, including those with special educational needs. We thought it was useful to have a policy that addressed their special needs in order to make it clear that the Jam was for everyone. The policy just ensures that we do certain things for those with special needs so that the playing field is levelled just that bit more.

Michael Horne - Cambridge Raspberry Jam



Potton Pi and Pints: a pub Jam



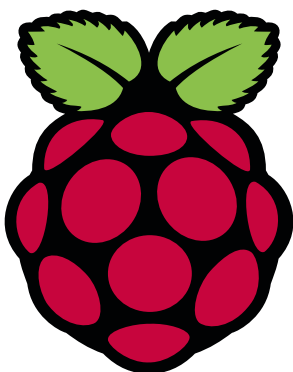
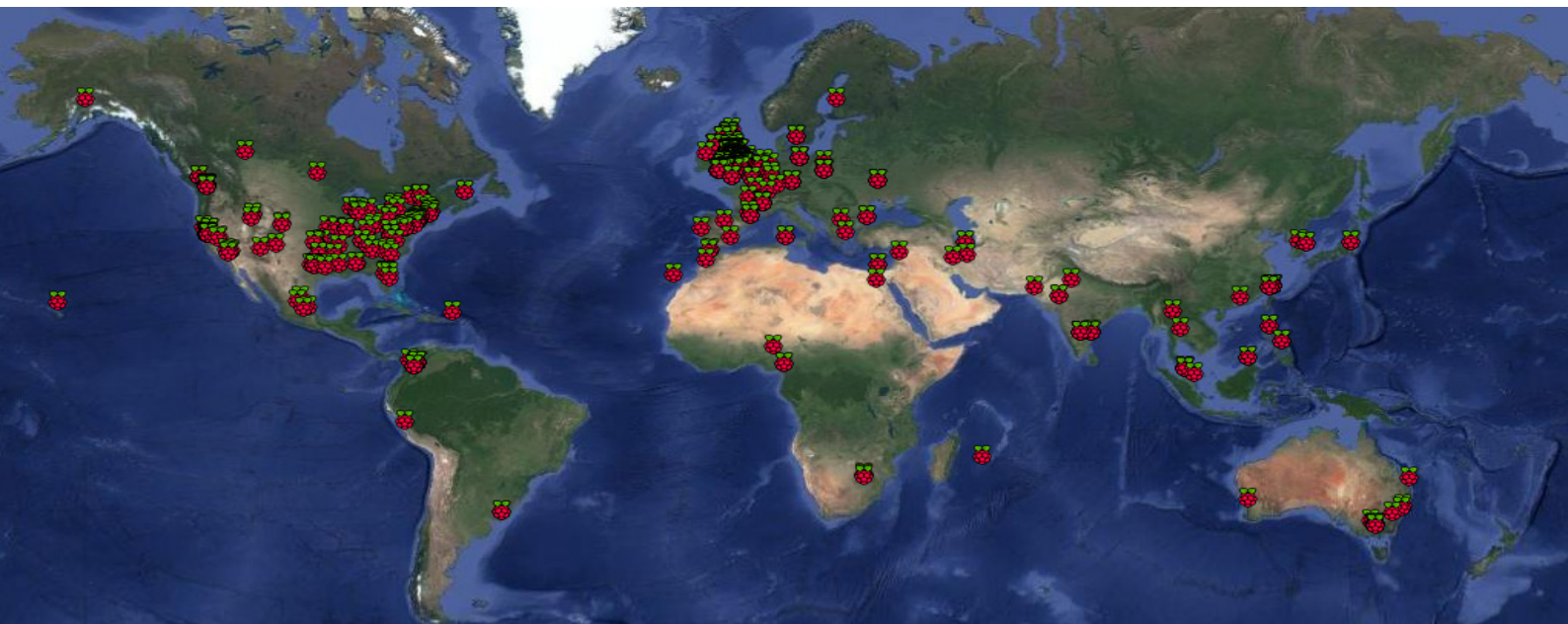
A workshop taking place at a Jam



If you are thinking of starting a new Raspberry Jam, or of helping to run an existing event, take a look at the information in these pages. We have gathered this advice from people who are already running Raspberry Jams around the UK. They told us what works best for them and their communities. You can read everything, or jump to the sections that are most relevant to you.

Raspberry Jams really do take place all over the world! We'd love to help you set up yours.

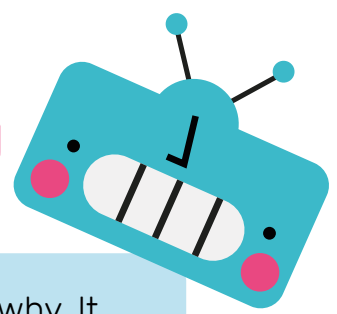
Jams range in size. Some involve a handful of people, while others cater for hundreds, with plenty somewhere in between.



ABOUT THE RASPBERRY PI FOUNDATION

The Raspberry Pi Foundation (UK registered charity 1129409) is based in Cambridge, UK, and works to put the power of digital making into the hands of people all over the world. We provide outreach, education, learning resources, and educator training to make programming, digital making, and creative technology accessible for everyone. We created the Raspberry Pi computer as a low-cost, high-performance device that people can use to learn, solve problems, and have fun.

WHY DO YOU RUN A RASPBERRY JAM?



If someone decided to run a Raspberry Jam I'd ask them why. It can be a lot of work, but if you know why you're doing it, suddenly all those problems become easier.

Alan O'Donohoe - Preston Raspberry Jam



I got involved by being interested in technology, which then grew into a love for Raspberry Pi. I found there wasn't enough of a Raspberry Pi community within my area of Scotland so I wanted to do something about it.

Kerry Kidd - Dundee Raspberry Jam

I got one of the first Raspberry Pis and was looking to find other people like me who had little experience of programming and Linux to help and support each other. I approached the library to see if they would give us the space and they agreed.

Simon Belshaw - Exeter Raspberry Jam

I went to Picademy, and that gave me the confidence in using the technology to organise my first Jam.

Katharine Childs - Nottingham Raspberry Jam

After having such a great time at CamJam and other events, I decided to start my own in Birmingham.

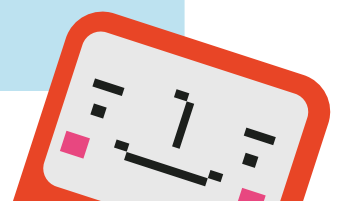
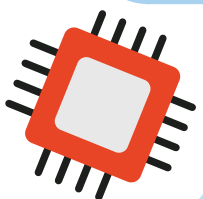
Spencer Organ - Birmingham Learning Hub

It's about creating a space for people to meet and learn things.

Michael Rimicans - Huddersfield Raspberry Jam

I want to be able to give something back to the community. I am passionate about teaching kids to program and interface with the physical world.

Steve Amor - Cornwall Tech Jam





I wanted to keep up to date for the children in the Code Club I run. I learn so much, and I always come back inspired with new ideas for Code Club.

Anne Carlill - York Raspberry Jam

I've made some great friendships because of the Jams. Continuing to organise them means I get to continue with, and to build on, those friendships.

Michael Horne - CamJam



I believe that the digital sector offers the people of Cornwall a real chance to have rewarding and well-paid careers. We need a few more things in place to really make it happen, a more skilled workforce being one of them. Hosting a Jam gives people of all ages a chance to have a go, ask an expert, and ignite their interest in creating tech.

Mike Trebilcock - Cornwall Tech Jam

I love to learn. By bringing makers and others together, I get to see a variety of things and discuss amazing ideas. It's great to see eight year olds and eighty year olds making lights blink and dinosaurs nod.

Lucy Rogers - Blackgang Chine



I like to give something back to the community, and working with the kids who come to the Jam is a rewarding challenge that keeps my skills sharp.

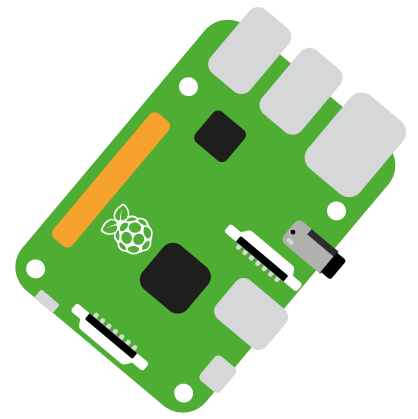
Les Pounder - Blackpool Raspberry Jam

I am passionate about helping children to gain access and insight into this essential area of education.

Bill Harvey - Barnstaple Raspberry Jam







BUILDING YOUR TEAM

Running a Raspberry Jam does not have to be a one-person operation. If you are working on this alone, try to find some helpers. Look for other people interested in running a Jam, and involve them in planning the event. Ask around for volunteers to help on the day, or to help set up the venue before the event. People will be willing to help: they just need an invitation. Find jobs for your helpers, ask them for their advice to help you make decisions, and involve them in coordinating the event.

Running a Raspberry Jam does not have to be a one-person operation.



To find adults who are good at Raspberry Pi, we started looking at Linux groups, techy companies, and developer meetups. We've run coding evenings for teachers and Code Club volunteers, who obviously already have experience with this. Ham radio groups are usually interested, and have good skills too. We also get all the children to bring their parents: some of the parents are quite techy, and willing to help.

Andy Melder - Southend Raspberry Jam





Finding a venue

Finding a venue is an important step in the planning of your Jam. If you are just getting started, you don't need to find a permanent venue. At this point, your aim is to run your first event. If you need a bigger venue in the future, you can look for one then. Many Jams begin with a small number of people, and grow into a larger event later. You should choose a venue that is easy to reach by public transport. Ideally, your venue will also be accessible to people who use mobility aids.

When you are looking for a venue, consider the following options in your area:

- libraries
- makerspaces
- schools, universities, and colleges

Try to find out where other groups in your area meet up. Use websites such as Eventbrite and Meetup to locate suitable venues.



Eventbrite:
eventbrite.com

Meetup:
meetup.com

Try to find a venue that will be free of charge to use. Some Jams do have to pay for their venues, but this requires fundraising and can be hard to sustain. If the venue usually charges for bookings, they may allow you to hold your Jam free of charge if you explain that it is a community meeting, rather than a commercial event. Alternatively, you could offer to donate all proceeds from the Jam to the venue to help cover their costs. Charge a small amount for tickets, or ask for donations on the day. You can find more information on issuing tickets in Chapter Two.

Universities make good venues. They have a lot of different buildings, a lot of different spaces, and you may find that you can use the different spaces in unique ways.

Mike Horne - Cambridge Raspberry Jam



I got one of the first Raspberry Pis and was looking to find other people like me who had little experience of programming and Linux to help and support each other. I approached the library to see if they would give us the space and they agreed.

Simon Belshaw - Exeter Raspberry Jam

Our local library gave us a venue free of charge: they're just pleased that someone is using the space.

Cat Lamin - Wimbledon Raspberry Jam

I heard about coding coming into schools and that was really the start of it. At the time, I was asked to run an event to encourage more men and boys into the library. This ended up being a great event for people of all ages: the public seem to love the event!

Jacqui Thompson - Gateshead Library



Naming your Jam

Choosing a name for your Jam is an important part of your planning process. It is best to include your location in the name, but think carefully about the area you serve or represent. Don't be too broad. For example, calling yourself 'London Raspberry Jam' would make it look as if you are the only Raspberry Jam in London. Be consistent in the use of your Jam name. If you are the Sunnysdale Jam, stick to 'Sunnysdale Jam'. Don't be tempted to refer to yourselves as the 'Santa Barbara County Jam' or the 'California Jam' for different events.

You don't have to use the word 'Jam'. If your event is a different style of meetup, another name might be more appropriate. An adult-focused tech meetup could be called '[Location] Raspberry Pi User Group', or a pub meetup could be called '[Location] Raspberry Pint'. Don't let a different name stop you from engaging with the Jam community. All Raspberry Pi community events can learn from each other, and all are welcome on the Jam map.

At this point it might be a good idea to set up an email address for your Jam. You can use this to answer queries from attendees and to set up accounts with Eventbrite and social media platforms later.



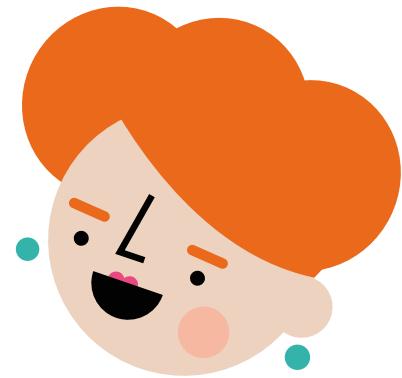
Support

Remember: when you are organising a Jam, you are not alone. There are many other people in the Raspberry Pi community with experience of running events. Reach out to them to ask for help, to share your ideas, and to ask for advice.

There are two online communities you can join to network with other Jam organisers. Slack is a fast-paced instant chat platform, with chat channels, direct messages, and groups. Google+ is a slower-paced platform with a single stream of longer-form posts. Both communities are private and require membership to be granted. Send an email to **jam@raspberrypi.org** to request invitations to join.

It can be very helpful to meet other Jam organisers, especially when you are getting started. Take a look at the Jam map at **rpf.io/jam** and find another Jam to attend. Contact the Jam organiser and explain that you are planning to start your own Jam. Give yourself a chance to ask questions and share your ideas with them. Don't fixate on trying to match exactly what the other Jam does: do what you think is suitable and manageable for you and your Jam.

Make an effort to find out what else is going on in your area. Are there any local Code Clubs? Is there a CoderDojo or similar organisation? Is there a hackerspace, or a tech community space? Are there tech user groups? Reach out to the people behind these events. Can you work together to promote your Jam? Can you make use of each other's resources or experience? If you're in the UK, contact the Code Club regional coordinator in your area and let them know what you are planning. Code Club is a programme run by the Raspberry Pi Foundation, so they will definitely be interested in hearing about your event.



Code Club:
codeclubworld.org

CoderDojo:
coderdojo.com

Code Club UK team:
codeclub.org.uk/team

Jam map:
rpf.io/jam





You'll find that a lot of the people who attend your first Jam will become your future volunteers.

Mike Horne - Cambridge Raspberry Jam

I really enjoy the challenge, I meet great people, and the maker crowd are fantastic and really supportive. I also enjoy networking with people and local companies. It is great for the library, and for my own skills development.

Jacqui Thompson - Gateshead Library



It can be very helpful to meet other Jam organisers, especially when you are getting started.

Lead times

People who run big Jams usually give themselves a couple of months to plan everything, as there's a lot to organise when you're arranging talks, workshops, and volunteers. Smaller Jams with fewer activities don't take as much planning, but it's important to give yourself plenty of time for everything to come together, and to deal with contingencies. Most Jams make their tickets available a month or so before their event. This gives people the chance to plan their attendance in advance, and lets the organisers know how many attendees to expect.



If you have a regular Jam, it's useful if you are able to keep it to a certain day: you might decide to hold your Jam on, for example, the first Saturday of each month. That allows people to plan ahead, and ensures they know when to expect the Jam to take place. If possible, book your regular dates with your venue in advance. Make the dates available to your attendees, perhaps on your website.



Raspberry Jam starter kit

Once you have announced your first event, go to rpf.io/jamkit to request your Raspberry Jam starter kit from the Foundation. Your kit will contain flyers, sets of stickers, magazines, printed worksheets, and more! You'll also receive a pack of design assets and templates to help you make your own posters and other resources.



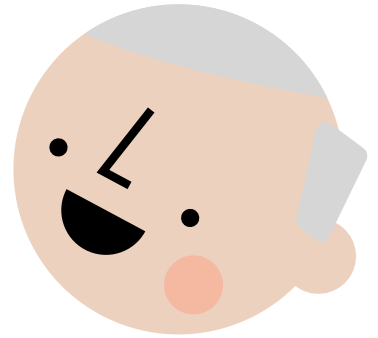


Checklist



Check that you have:

- recruited a team of volunteers to help you run the event
- booked a venue and a date for your first event
- chosen a name for your Jam
- allowed plenty of time to get everything planned
- applied for your Raspberry Jam starter kit

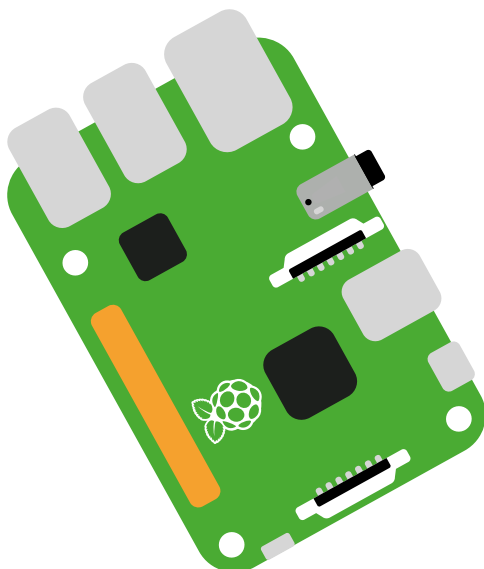


Don't be afraid to start small: it helps you to gauge interest. Try somewhere out and find out what shape your Jam will eventually be.

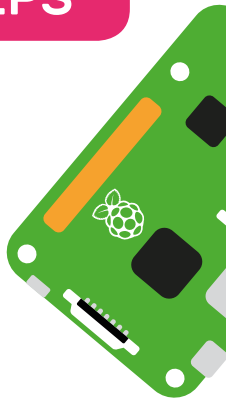
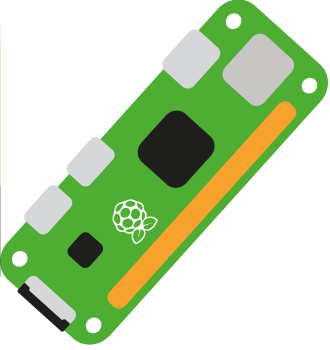
Mike Horne - Cambridge Raspberry Jam

If you want your Jam to be child friendly, involve a local school or teacher in the planning stage.

Cat Lamin - Wimbledon Raspberry Jam







Planning your activities

The activities you provide will set the tone for your Jam. Do you want to put on workshops, arrange talks, or invite people to showcase their personal projects? Before you start planning your activities, think about what would be suitable for your event. If you are new to running Jams, it might be best to start with simple activities, and introduce a more complicated programme for later events. Don't feel that you have to provide workshops and talks because you've seen them at other Jams. Do what works for you to get your Jam up and running. You can find more information on Raspberry Jam activities in Chapter Three.

REMEMBER: you don't have to be the person who does everything and runs everything at the Jam. Put together a team of people willing to lead sessions and support your participants with their projects. The skills of the people you recruit will help to shape the programme for your event.

We tend to visit other Jams to see what inspires us, we then approach that person to come and run the same workshop at our Jam. As time goes on, we will try to focus on more children giving the workshops.

Marcus Tyler-Moor - Horsham Raspberry Jam

Ticketing

It is a good idea to set up a ticketing system for attendees. This allows you to keep track of the number of people planning to attend, keep in contact with them before and after the event, and manage attendance on the day. Most Jams use Eventbrite for their ticketing: take a look at the Eventbrite pages of the events on the Raspberry Jam map. Eventbrite can be used for ticketing a free event, but it also allows you to sell tickets. It is easy to set up an event page and start publicising your jam.

Start by creating an email account for your Jam, if you haven't done this already. Use this to create an Eventbrite account for your Jam. Create an event; provide the date, time, location and other information; and create some tickets. You could provide adult tickets and child tickets, or morning and afternoon tickets. Eventbrite allows attendees to choose between registering for a free ticket, or paying a small donation to the Jam. Your Eventbrite page could function as the home page for your first event.



Ticketing your Jam with Eventbrite

1. Set up an Eventbrite account for your Jam
2. Create your event
3. Create tickets
4. Make your event live
5. Share your ticket link online

Ideally your event will be free to attend for everyone, but this is not always possible. If you have costs to cover, such as venue hire, you will need to find a way to pay for this. Charging a small amount for tickets is a fair way of covering your costs. Consider running your first event in a free venue, and moving to another venue later if necessary. Take any costs you incur into account, consider the number of people you are expecting, and work out how much you need to charge. Jams in the UK often charge around £5 for tickets, but you'll know what's right for your region and your community.

We encourage you to provide free tickets to children, and to cover your costs by charging for adult tickets. You may also choose to make free tickets available to students, and to out-of-work adults. If you have costs to cover, finding a way to balance freebies with paid tickets can be tricky, but free tickets can dramatically lower the barrier to entry for some groups of people.

Note that Jams with ticket prices of more than a small nominal fee will not be listed on the Foundation's website. We make an exception for events where these tickets are optional, and include the purchase of hardware. Free or cheap tickets must also be available.

As an alternative to charging for tickets, you could ask for donations. This could take the form of a 'pay what you want' ticketing system, a donation option on your Eventbrite page, or a collection at the event.

For further information, see Eventbrite's getting started guide: rpf.io/ebgs

Jams often charge for tickets, but you'll know what's right for your region and your community.



We use Eventbrite. It's pretty simple. We have it set up so that we have two batches of tickets up at once, for the next two events. We have our mailing list, so we let people know when the tickets go up, as well as sending information about what we're up to. We have 'attendee' tickets, for people who are going to take part, and 'parents, guardians, and other', for people who don't need access to a Pi. The tickets are all free, and we put out about 15 percent extra tickets, in case people don't show up.

Andrew Mulholland - Northern Ireland Raspberry Jam

We make sure free tickets are always available for those who need them. We issue an 'optional donation' ticket with a suggested donation of £3 per person, or £5 if attending a workshop, but we make it very clear that it is entirely optional. We then also go round and shake a tin about half an hour before the end.

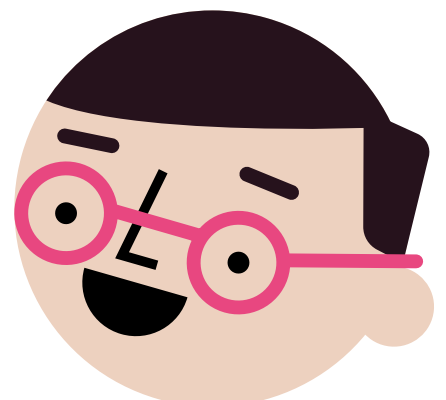
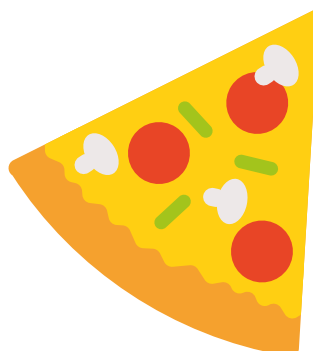
Andrew Oakley - Cotswold Raspberry Jam

Promotion

When you have set up your ticketing page, you need to tell people about it. Think about who you want to attend your event, who might want to come, and how you can reach them.

The first step is to submit your Jam to the Raspberry Pi website. If it is a Raspberry Pi-focused event that is free or cheap to attend, it will appear on the Jam map and in the calendar. Note that it may take the community team a couple of working days to moderate your submission.

Submit your Jam:
rpf.io/addjam



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RASPBERRY JAM

A Raspberry Jam is the pun-tastic name we give to a meetup of people interested in making things with a Raspberry Pi computer. Raspberry Jams come in all shapes and sizes: workshops for beginners, drop-in sessions to work on your own projects, show-and-tell, talks, and more. A Jam is a meeting of all kinds of people: some will be new to physical computing, and some will have plenty of experience that they are happy to share. Jams are welcoming events where you'll meet and learn from like-minded people in a friendly environment.

[FIND A RASPBERRY JAM NEAR YOU](#)[START YOUR OWN RASPBERRY JAM](#)

More promotion ideas

- Ask the venue to promote your event.
- Set up a Twitter account for the Jam and tweet about the event. Mention @Raspberry_Pi and use the #rjam hashtag.
- Ask other nearby Jams to tweet about your Jam, or tell people on their mailing list about your event.
- If you are in the UK, contact your local Code Club regional coordinator and ask them to promote your Jam to local Code Clubs.
- Contact the organisers of other local tech events and ask them to spread the word. Look for CoderDojos, hackerspaces, user groups, and other meetings.
- Publicise your event in local newspapers, on community boards in shops and libraries, on local news websites, and on local event listing websites.
- Tell your local school, college, or university about your event, and ask them to share the details with their students. Create a mailing list for your Jam using MailChimp or similar. Invite people to register for updates about your events.

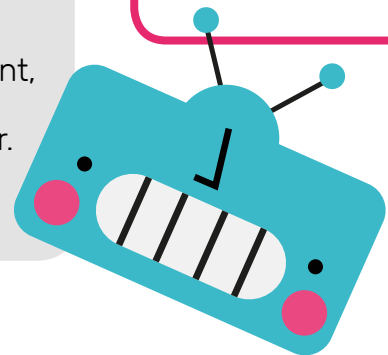


**@Raspberry_Pi
on Twitter:**

[twitter.com/
Raspberry_Pi](https://twitter.com/Raspberry_Pi)

#rjam:

[twitter.com/
hashtag/rjam](https://twitter.com/hashtag/rjam)





When promoting your event, keep it local. A local radio or newspaper feature is worth a dozen international TV slots. Nobody watching in California is going to make the trip to Cheltenham, whereas quite a lot of mums and dads reading the Gloucestershire Echo might take their kids along to our events.

Andrew Oakley -
Cotswold Jam

I use Twitter and Facebook. I've found it useful to get the message directly to schools who use Twitter, so the IT specialist can pass the message on to parents and children. I think old-fashioned posters put up around the area work well too.

Anne Carlill -
York Raspberry Jam

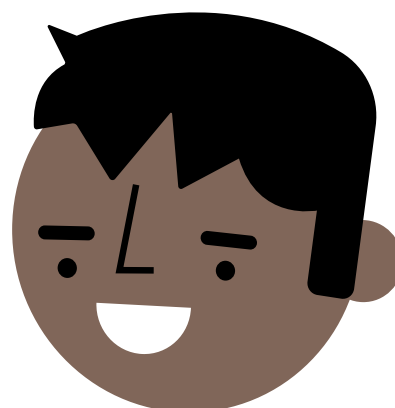




Kit

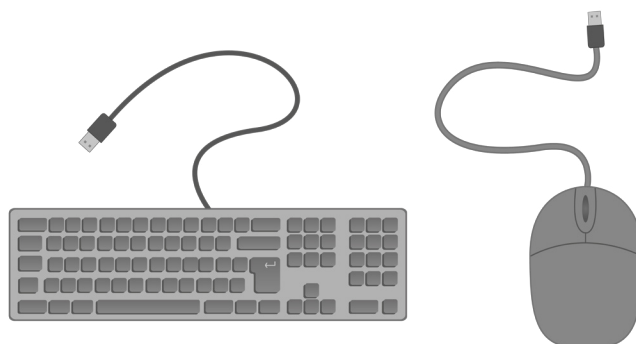
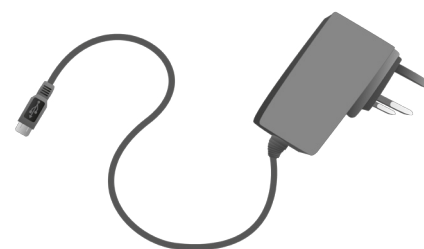
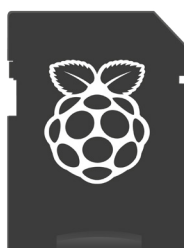
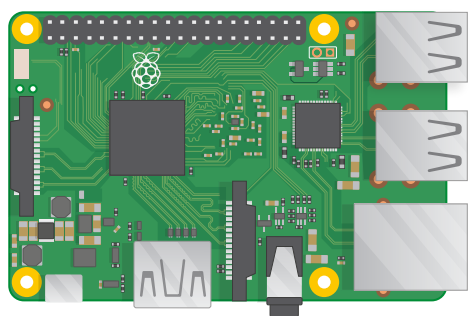
If you are planning to run practical Raspberry Pi activities at your Jam, we recommend providing some basic kit. You don't have to buy any kit to get started: you can ask attendees to bring their own kit from home. If your venue offers PC suites, use the monitors and ask people to bring their own Raspberry Pis and peripherals. Alternatively, contact the organisers of other Jams and ask to borrow their kit for your first event.

We suggest you provide the listed kit to each participant in your activity.



Essential Raspberry Pi setup:

- Raspberry Pi 3
- SD card
- power supply
- monitor
- HDMI cable
- USB mouse and keyboard



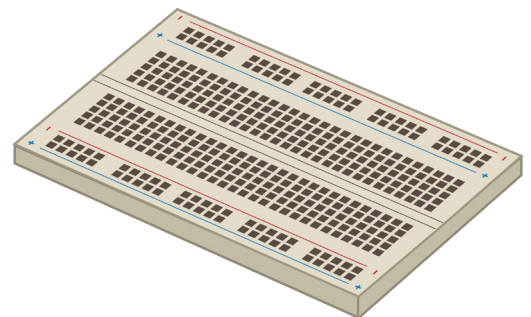
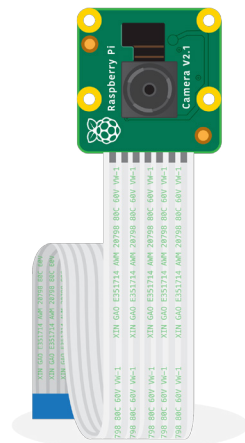
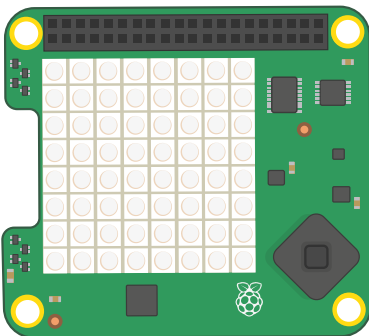


Additional accessories:

- pi-topCEED (if monitors are not available at the venue)
- Raspberry Pi case

Activity-specific kit:

- Electronics kit e.g. CamJam EduKits or Pi-Stop
- Camera Module
- HATs: e.g. Sense HAT, Traffic HAT, Explorer HAT



I duplicate plenty of micro SD cards with up-to-date Raspbian images and all the workshop files on. The trick is to use a USB 3.0 hub and duplicate SD cards ten at a time. If someone's attending a workshop and they've brought their own SD card, you can guarantee it will be out of date and won't have the software they need. We just have a bunch of SD cards ready to go. It's also handy to have a USB memory stick so people can transfer any files they make, and take a copy of their work home.

Andrew Oakley - Cotswold Jam



When I ran my first Jam in 2012, you could only buy one Raspberry Pi at a time, and you had to wait about three months. The Jam was essentially the 30 people in Manchester who were lucky enough to buy one on day one! Following that, more people managed to get hold of a Pi. It wasn't a problem that the Jam had no kit of its own: people were expected to bring their own. They were happy working on their own personal projects, and getting help from each other.

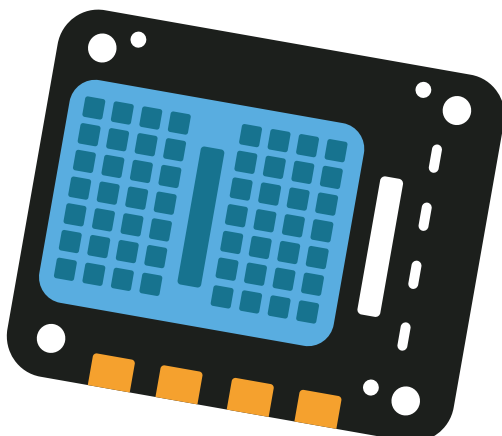
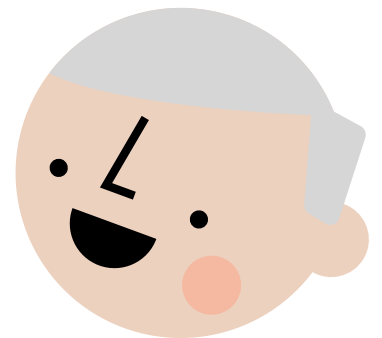
Ben Nuttall - Manchester Raspberry Jam

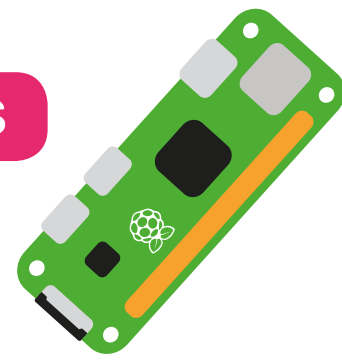
Checklist



Check that you have:

- chosen activities for your Jam
- created an event page for your Jam, and released tickets
- promoted the event in your local community
- collected all the kit required for your activities





Your Jam could feature a range of activities. Here are a few ideas.

Drop-in

Organisation: arrange tables, chairs, and power

You will need: tables and chairs, extension cables, monitors, worksheets (optional)

People: helpers on hand

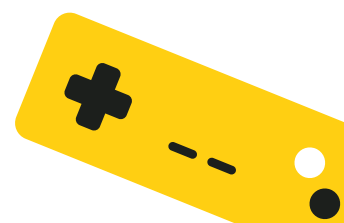
A popular informal Jam activity is a drop-in. Provide people with space to work on their own projects, or to look online for something to make or learn. This might seem like something your attendees could do at home, but doing it at the Jam gives them the instant support of other community members.

Running a drop-in is easy! You will need to provide tables, chairs, and electricity. If your venue can give you access to a PC suite, participants can bring their own Raspberry Pis and connect them to the venue's monitors, mice, and keyboards. You may wish to provide printed worksheets for people who need guidance, or perhaps point them in the direction of some online resources. You should encourage collaboration, or even pair people up to work together.



Some Jams provide space for people to work on their own projects

If you're running a freeform drop-in practical session, make sure your attendees know in advance, so they can bring what they need to work on their projects.





Show-and-tell

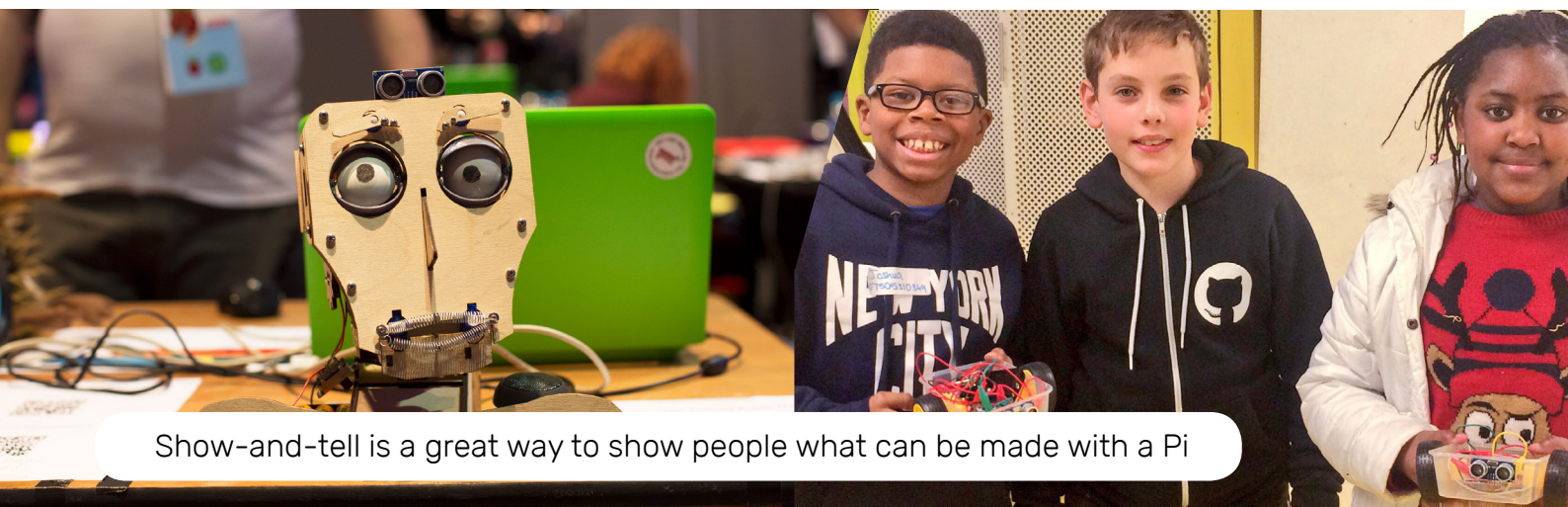
Organisation: call for participation, arrange space requirements

You will need: tables, extension cables, space for each project

People: exhibitors, helpers for setting up

A show-and-tell is a great activity for inspiring people to create their own projects. Invite people to bring their own projects along, demonstrate them to attendees, and talk to people about how they work. Demonstrating personal projects is a great way to show newcomers what the Raspberry Pi can do. Showcasing them gives a chance for people to ask the owners questions about the builds, and for the owners to share their experiences. It is a good idea to organise your show-and-tell in advance. This allows you to create a list of people and projects, and to plan your space accordingly.

You'll need to announce your show-and-tell, and make it easy for people to participate. If you are prepared to let anyone exhibit their project, then just a ticket type on Eventbrite may suffice. If you have limited space, you could ask people to apply to take part, so you can choose the most appropriate exhibitors. However you do this, you'll need to be in contact with exhibitors to make sure you know what space they need, and what other requirements they have (power, a projector, etc.).



Some show-and-tell projects may be particularly engaging. Robots that participants can control, or games that people can play are always popular, and make for great Jam entertainment.





Workshops

Organisation: call for workshops, liaison with workshop leaders

You will need: Raspberry Pi setups, worksheets and/or presentations, additional hardware as required

People: workshop leaders and helpers

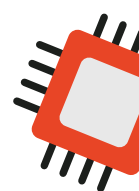
Workshops provide structured practical experiences for your participants. You will need to provide equipment, or ask participants to provide their own. Your workshop will need a leader. This could be you, or another organiser or helper. The workshop leader will need to plan their content carefully, and decide how they intend to deliver it. You could structure it around worksheets, a presentation, or both. Schedule your workshops with clear start and finish times.



Ben Nuttall leading a workshop at the Manchester Raspberry Jam

Make sure you publicise the level of your workshop. If it is covering an entry-level subject, make sure that your participants are aware that they don't need to know anything about the subject to take part. If your workshop is covering a more advanced subject, make sure that your participants understand what prior knowledge they will need before they sign up.

You may wish to create your own workshop materials. If you are looking for sample activities, we've provided a selection of short worksheets for you to use, and modify



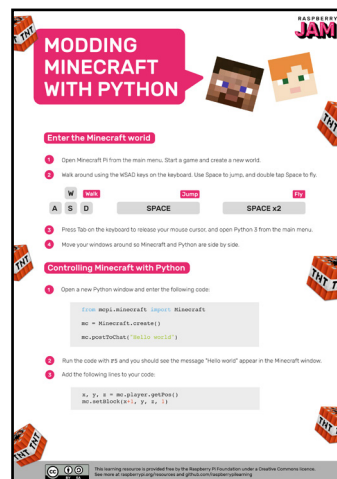
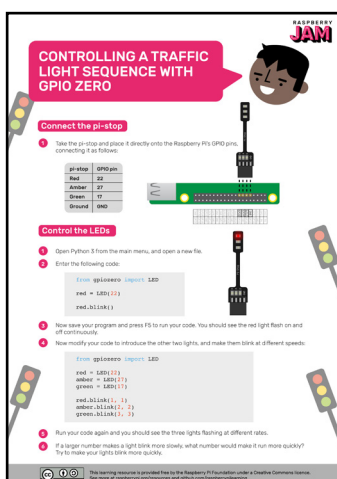


for your own purposes. You can find plenty more inspiration for workshop activities on the Raspberry Pi website.

If you're creating your own worksheets, be sure to keep the steps easy to follow, and don't assume any prior knowledge for beginner activities.

Raspberry Jam short worksheets:

We have provided three short two-page worksheets, ideal for giving beginners a simple exercise to try at your Jam. They all work out of the box in Raspbian with no additional software requirements. **Modding Minecraft with Python** requires no additional hardware. **Make random sparkles with the Sense HAT** can be used with the web- or desktop-based emulators if you don't have a physical Sense HAT. **Controlling a traffic light sequence with GPIO Zero** requires a Pi-Stop traffic light board. It can also be used with LEDs on a breadboard.



Raspberry Jam worksheets:

rpf.io/jamws

Raspberry Pi resources:

rpf.io/learn

Raspberry Jam worksheet PDFs:

rpf.io/jamwspdf

REMEMBER: be sure to prepare your SD cards in advance with all the software you need for the workshop. Note the software requirements for the Raspberry Pi workshops and the Jam worksheets, and check any requirements with the workshop leaders. It is worth double-checking the SD cards to make sure they work as expected before the workshop.



Talks

Organisation: call for speakers, liaison with speakers

You will need: projector and screen or wall, microphone and speaker system

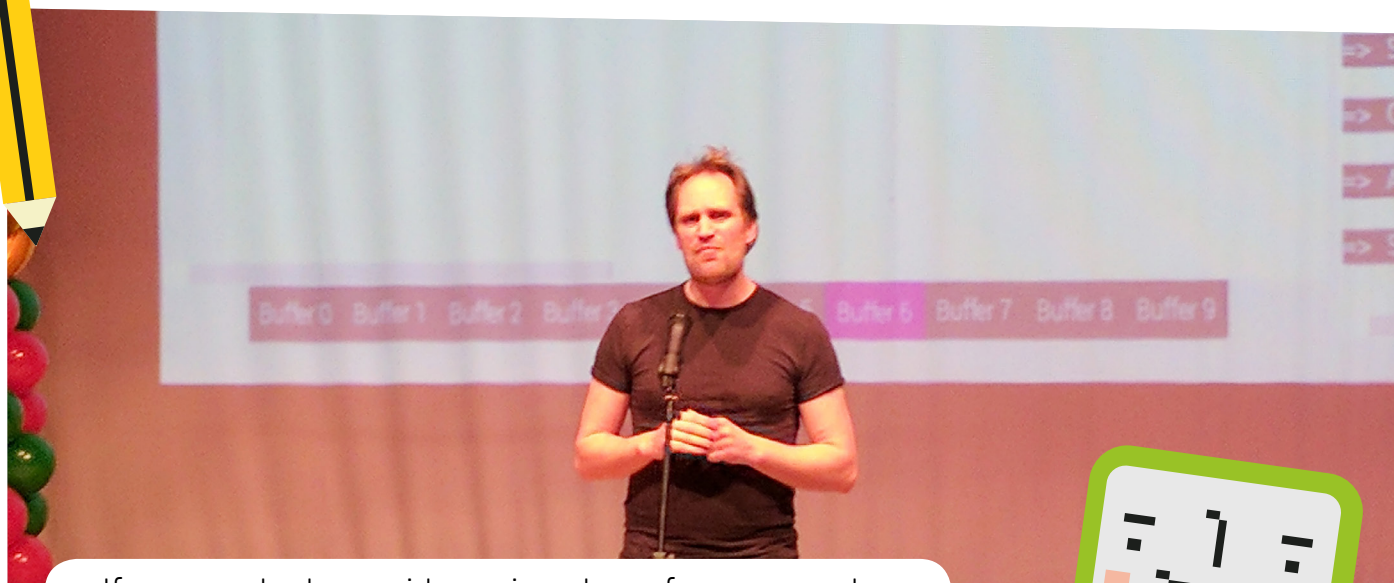
People: speakers, volunteer room manager



Another formal activity to consider is a series of talks. These can be lengthy conference-style presentations, or on-the-spot lightning talks. Scheduled talks give attendees the chance to share something with the community: a project they've been working on, something they've learned, or an inspirational story.


If you are planning to run talks, you will need a space that is separate from the rest of your event so that the talk does not disrupt the other activities, and vice versa. You will need to provide a projector and a microphone. Ensure that each presenter is provided with the correct cables to connect their kit to the projector, and with anything else they need.

Talks don't have to be very long: a series of short 'lightning talks' can be a great way to allow people to present their projects, or something they've learned and want to share. Talks of five, ten, or 15 minutes are a great way to give new speakers (perhaps young people) the chance to stand up and present on their chosen topic, without the need to prepare a long lecture.



If you can, try to provide a microphone for your speaker





It's all down to what your intentions are for the Jam, what space you have in your venue, and what equipment you have available. For instance, for your first Jam, you may not have any kit and you may have a small venue, which dictates a mix of talks and/or show-and-tell. In larger venues, you potentially have more rooms to use, so you can expand into workshops (provided you can gather enough equipment together), more show-and-tell, and even a marketplace if you can persuade vendors to attend.

Michael Horne - Cambridge Raspberry Jam

When I ran the Manchester Jam, people were happy to work on their own projects. Occasionally we ran a track of talks, or put on a workshop, which was a nice change. Now I run the Jam at Pi Towers, the attendees tended to be mostly beginners – usually parents with their children – so we mostly run workshops and hand out worksheets.

Ben Nuttall - Raspberry Jam @ Pi Towers

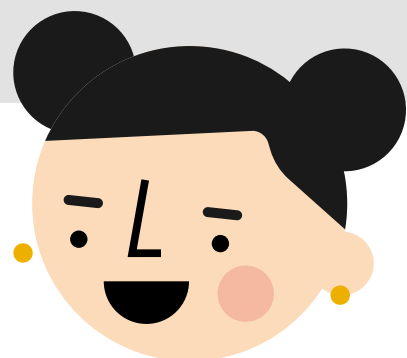


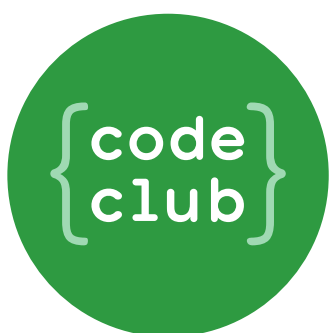


More activity ideas

This is not an exhaustive list of the things that take place at Jams. For more ideas, talk to other Jam organisers.

- Some Jams invite retailers to sell Raspberry Pi accessories at the Jam. This can be an effective way for retailers to reach customers in the Raspberry Pi community. It is the perfect place for attendees to look at kit before they buy, and to put questions to the sellers in person. Make sure that retailers know you are looking for sellers for your Jam. Approach retailers directly, particularly local sellers. Look for contact information on retailers' websites, or reach out on Twitter.
- Use beginner sessions to introduce newcomers to the Raspberry Pi for the first time. Some Jams run Q&A sessions for people new to the device. Others provide volunteers ready to work with people who turn up with a Raspberry Pi they haven't used yet, and help them get started.
- Bigger Jams holding formal talks will sometimes host a panel session, giving the audience a chance to ask a group of experienced individuals questions on a particular topic.
- A TeachMeet is an event where teachers gather to give short presentations to their peers and share ideas for teaching. Why not run a Raspberry Pi-focused TeachMeet, with practical workshops and short presentations? More information on organising a TeachMeet can be found on the Teacher Toolkit website.
- Your Jam could promote participation in other Raspberry Pi programmes and competitions. Pioneers is aimed at teams of 12- to 15-year-olds, and Astro Pi is aimed at under-16s and their teachers. You can find information and resources for these programmes on the Raspberry Pi website.
- Try using the Code Club material for beginners. Just register your Jam as a Code Club. First, register yourself as a host on the Code Club website. Find a volunteer willing to support nine- to eleven-year-olds to work on projects in Scratch, HTML, and Python. Register them as an official volunteer on the website, and your Code Club will be activated.





Teacher Toolkit: rpf.io/teachmeets

Pioneers:
rpf.io/pioneers

Astro Pi: astro-pi.org

Raspberry Pi: raspberrypi.org

Code Club: codeclubworld.org

Code Club guidance for Raspberry Jam organisers: rpf.io/ccjam

> PIONEERS

When a competition like Astro Pi, or a programme like Pioneers comes out, we'll do talks, and invite people along to take part in workshops at the Jam. It's good because it gives an incentive for people to come along and take part, and gives them motivation to work. We celebrate the entrants, and those who've won, and invite them to do talks. We ask them to mentor at future Raspberry Jams, or run workshops.

Andy Melder -
Southend Raspberry Jam

Something like Astro Pi is a fantastic thing to get involved in if you want to really give children some focus and direction. The idea of having your code run on the International Space Station is a real motivator for young kids.

Dave Honess -
Raspberry Pi Foundation

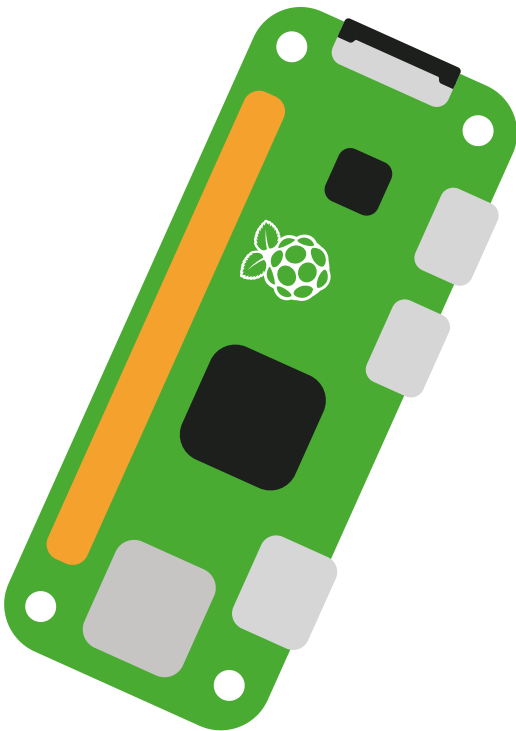
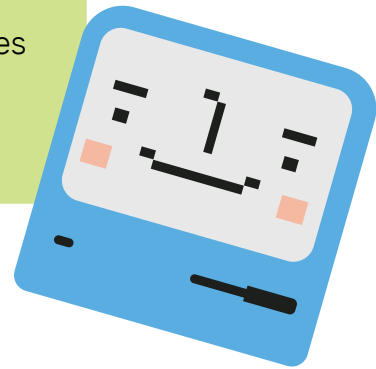
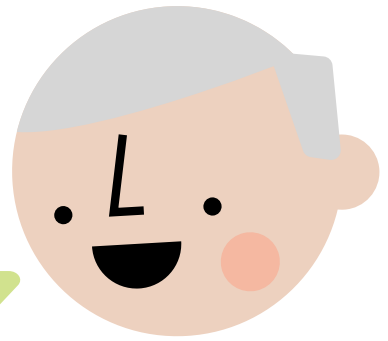


Checklist



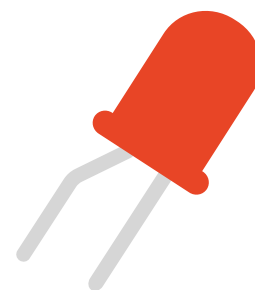
Check that you have:

- decided which activities you'd like to run at your Jam
- planned where to run your activities
- arranged any equipment required for the activities
- recruited volunteers to help with your activities





CHAPTER FOUR: RUNNING A SAFE JAM



It's important that the event you run is safe to attend for everyone, paying particular attention to the needs of people under 18 and vulnerable adults. It is your responsibility as event organiser to make sure you are familiar with the legislation governing your region and that you adhere to it in all respects.

Start every event by explaining where the fire exits are, and where people should assemble in the event of a fire alarm. Talk to your volunteers and discuss how you would help a wheelchair user evacuate. Usually the plan is that someone stays with them to help them evacuate last, so they get a clear path and other people don't trip over them. Some buildings have a wheelchair refuge area with a communication panel: make sure you know where it is.

Andrew Oakley - Cotswold Jam

It's handy to point out the fire exits, toilets, catering, and the like while you're welcoming people. If you're not doing an opening talk, then ask your check-in volunteers to point these out as people walk in.



Risk assessment

Your venue may ask you to complete a risk assessment. Some venues may provide examples and templates to help you with this task. If you are planning activities that involve increased risk to participants, such as soldering, you will need to think about safety precautions. You should plan to provide warnings, explain the dangers, and give sufficient training to anyone wishing to take part.

Be aware that your participants may bring their own projects. Use your risk assessment to develop a plan for checking their equipment and ensuring that their activities are safe.



Unless required by your venue, your risk assessment does not need to be a formal document. Aim to put together a common-sense approach to assessing situations, ensuring that your activities are not putting people in danger, and making sensible decisions to minimise risk.

For more information, see the Resource Centre website. This provides plenty of resources to help with compiling risk assessments, including templates and advice.

Resource Centre:
rpf.io/ra

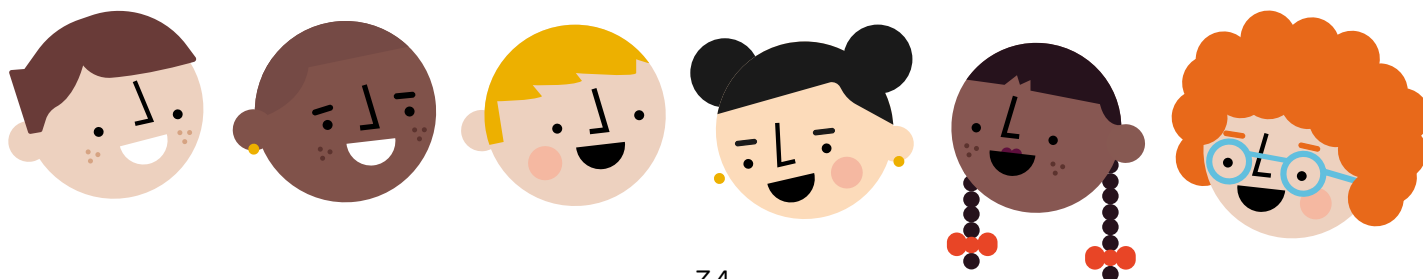


REMEMBER: “Risk assessment is about achieving a balance between a reasonable level of risk, and being able to get on with organising your activities. Remember, no activity is completely free from risk, and doing a risk assessment is not about making your activities risk-free.”

– **Resource Centre**

Our venue, a university, required us to perform a risk assessment and have public liability insurance. I had experience with risk assessments from work, so that was straightforward, but anyone who doesn't have that experience can find plenty of examples online. Alternatively, ask someone at your venue to help you fill it out: it should only take twenty minutes. You just need to think of the top ten 'what ifs' and give sensible solutions. We bought public liability insurance through events-insurance.co.uk. Remember to buy it only for the days of your events, not all year round!

Andrew Oakley – **Cotswold Jam**





We were asked to do a risk assessment for the Institute of Astronomy when we wanted to start introducing soldering workshops. We needed to think carefully about all the potential risks and work out how we mitigate them. In the case of soldering, we needed a bucket of water for burns and a first aider on hand, just in case.

Michael Horne - Cambridge Raspberry Jam

I hold a monthly Jam at the Raspberry Pi offices in Cambridge, where we have a perfectly suitable space to run a Jam. I discussed it with our office manager and operations director, who helped me calculate the maximum capacity of the space, and go over any precautions or risks we should consider. They were really helpful and made it so much easier to plan my first event.

Ben Nuttall- Raspberry Jam @ Pi Towers

Safeguarding

Raspberry Jams should be creative, fun, and safe places for adults and children to learn, and to meet other makers. As the event organiser, you should take reasonable precautions to ensure that all attendees and staff are kept safe. You should ensure that children attending your event are not left unsupervised, and that parents stay with their children.

Any adults at your event must:

- never be left alone with young people or vulnerable adults
- take care not to have physical contact with young people or vulnerable adults attending the event
- not take or share photos of others without appropriate permission



Your venue may have a safeguarding policy. Ask to see it, and follow any guidelines it provides.



Although most of our volunteers are DBS-cleared through other voluntary work, we made a conscious decision that we wanted parents to remain with their children. The responsible adult does not need their own ticket, but requiring parents or guardians to accompany their children removes the need for DBS paperwork, and means that every child has a familiar authority figure on hand. We also find that children are more focused in the workshops when their parents are around.

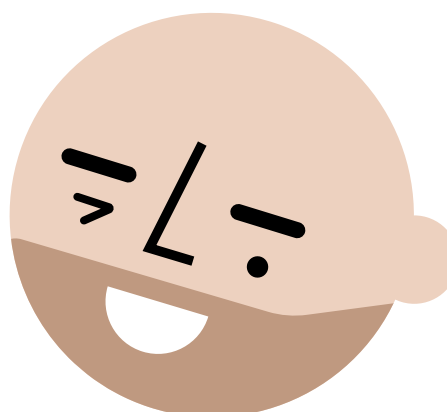
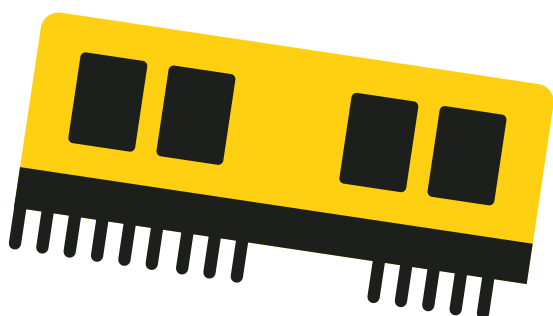
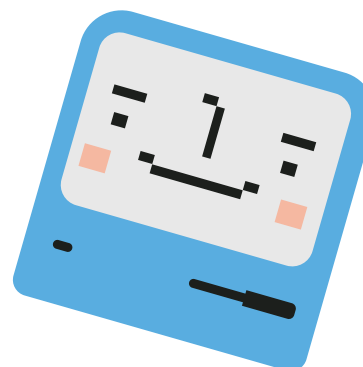
Andrew Oakley - Cotwold Jam

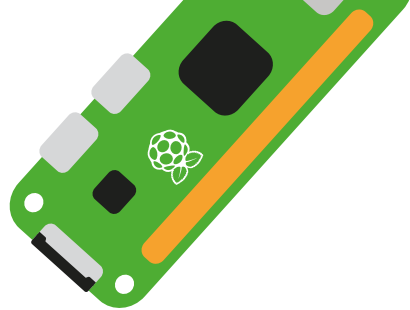
Checklist



Check that you have:

- considered any potential risks involved in running your activities
- taken precautions to minimise any potential risks
- completed a risk assessment, if required
- ensured that all staff are briefed on safeguarding guidelines
- ensured all attendees and staff are protected at all times





Financial management

It is your responsibility as the event organiser to make sure you are familiar with any regulations governing the management of funds for community groups in your region, and that you adhere to them in all respects.

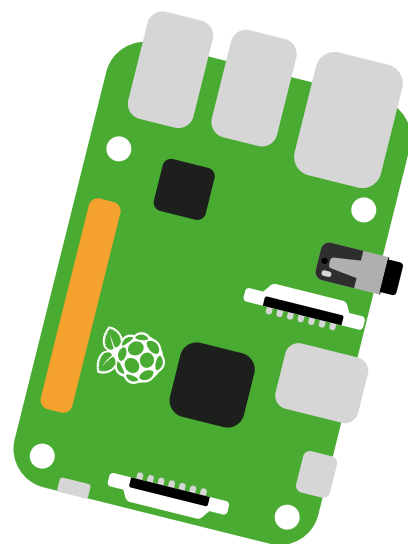
If you find yourself holding funds after your Jam, make sure you keep a careful record of income and outgoings. This is particularly important if you are holding funds in a personal bank account. Use a spreadsheet to identify how much money belongs to the Jam, and make sure you don't end up spending your own money. The Resource Centre website offers advice on taking care of finances for a community group.

If your Jam ends up generating a lot of revenue, think about keeping the Jam money separate from your private accounts. If your Jam is based at a school, university, library, or community space, you could ask them to hold the money for you, and make payments and purchases on your behalf. Alternatively, you could set up a community bank account. Some banks offer special accounts for small voluntary and community organisations, which provide free banking as long as your account is in credit.

Make sure you can easily transfer ownership of the account, money, and any equipment you own to someone new if you decide to hand over the running of the event. Using bank accounts with multiple signatories, and keeping careful records of the ownership of equipment will help to make a handover more straightforward. If you cannot find anyone to take over the running of your Jam, contact the Community Manager at jam@raspberrypi.org for guidance. We suggest that you pass on any assets to another Jam in your area.



**Resource
Centre:**
rpf.io/rc





A bank account is something we have been looking into for a while. We looked around the major banks and shortlisted it down to two. These banks both offer free community bank accounts that are basically business bank accounts, free of charge for not-for-profit community organisations.

We ended up choosing the bank whose application process could be completed online. The process involved filling out a long web-based application form, covering everything from the purpose of your organisation and uploading a formal rules and regulations document, to your tax status, and so on. For any section we weren't sure about, we simply gave them a call and queried it. The entire process took about a month, with the result being a full business bank account with debit cards and a chequebook, and the option to require everything to be countersigned. This is certainly a time-consuming process if your Jam isn't an official organisation, but being able to manage the Jam's money from a central location is something that will pay off in the long term, especially if there are ever any questions asked about where donations and funds have been spent.

Andrew Mulholland - Northern Ireland Raspberry Jam

The venue I used for the Manchester Jam was a community space which held other tech meetups. Since we used the whole venue for a whole day, I offered to donate all the ticket money to them, to put towards their running costs. Any extra donations or sponsorship we got, I put towards buying pizza at the event, and any surplus I saved, keeping track of how much we had. When it built up to about £200, I decided to buy some Raspberry Pis for the Jam. When I moved away from Manchester, I agreed to hand over the event organisation to one of my volunteers, and I left him with the remaining balance.

Ben Nuttall - Manchester Raspberry Jam





Between the two of us, we looked at our own personal banks to see what options were available. We decided that, seeing as I do most of the paperwork, we should go with my bank. They required lots of forms of identification and other paperwork, as well as a personal meeting with a banker. It took them a while to sort everything out, but we're much happier now that the money goes directly into that account. It helps keep us organised!

Michael Horne - Cambridge Raspberry Jam

Fundraising

If your Jam runs regularly, it provides both an incentive and an opportunity to raise funds. If you take in more than you need, you can keep the remainder as a float for the Jam. You can use this to cover future costs, or save it to buy equipment for the Jam.

If you find that your Jam would benefit from buying some equipment, and your leftover ticket money isn't enough to cover what you need, you might want to consider doing some fundraising. A simple option is to ask for donations, using a 'donation' ticket type, or even having a donation tin at the event. Alternatively, you could run a crowdfunding campaign to raise awareness of your group's community activities, and ask for donations to provide more opportunities to local kids.

You could even organise an old-fashioned fundraiser, like a sponsored walk or a cake sale! If you can get all your members involved, they can help to promote the community message.

In order to avoid charging for tickets, we always hold a raffle and raise between £60 and £200, and everyone's happy whether they win or not. You can use Twitter to ask for swag from the community, to give away as prizes. It's so nice to be able to run community events which are free to attend.

Grace Owolade-Coombes - South London Raspberry Jam



We hand out free raffle tickets while we shake the donation tin. Then we pull winning tickets from a box and they win a prize we've had donated, like a HAT or something.

Andrew Oakley -
Cotswold Jam

We have some SD cards which we loan out for the afternoon, and other cards which we sell at a small profit. If you can find a cheap source of decent blank SD cards, then it's a good way to raise funds while also solving a big problem.

Andrew Oakley -
Cotswold Jam

Sponsorship

Another approach is to contact companies and organisations to ask for sponsorship for your event. You may find that local technology companies are willing to sponsor your event as part of their corporate social responsibility and community outreach initiatives. Tech firms are likely to want to encourage the teaching of digital skills in the local area.

The best way to approach a company for sponsorship is to specify an aspect of the event to be supported by their funds. You can't expect them to cover all your costs, but if you have something in mind that they can contribute to, this will help. Good examples include buying pizza for the event, or buying a set of Raspberry Pis for workshops.

Be grateful for any donations or sponsorship you receive, and be sure to thank the donors privately and publicly. A "thank you" tweet from your Jam's account will be well received, and companies will appreciate the publicity. Encourage attendees to retweet, and to add their own thanks to your message.

As well as local companies, you could approach Raspberry Pi retailers to ask whether they would sponsor an event. If you can give them space to promote or sell their products, they may find sponsorship to be a very worthwhile gesture. Note that if you are planning to allow companies to sell products at the event, you should check this with your venue first.

If you ask a company for sponsorship and they say no, be polite and move on. You may approach a company that has sponsored other events, and find that they refuse when you ask. Don't take offence, as this could simply mean that they have spent their sponsorship budget for the year.



Initially, my son Femi ran a highly successful crowdfunding campaign using Indiegogo, by producing a one-minute film about what he wanted to do and the equipment he would need. We set the target at £500 over a two-week period. We got that in four days, and went on to raise £1,270 which has lasted us for 18 months. We went to all the Jams we could, and Femi did talks at places like CamJam and PyCon. We've had donations of kit from Raspberry Pi retailers.

It's really important not to overdo the amount you aim to collect. The key thing is to meet people in person, build up a relationship, and always send thanks via Twitter and blog posts. You really shouldn't automatically expect companies to donate supplies to you, but be really grateful when they do.

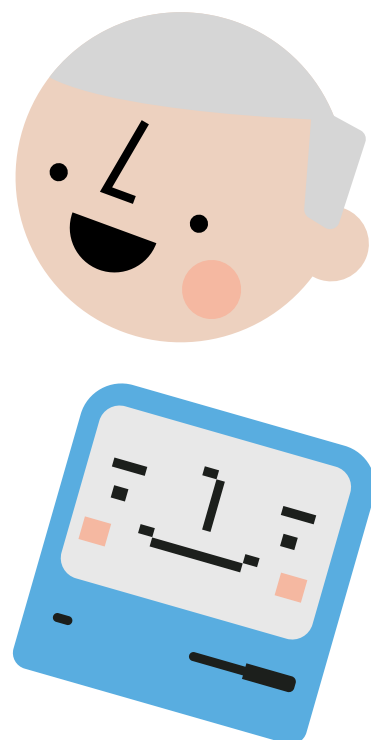
Grace Owolade-Coombes - South London Raspberry Jam

Checklist

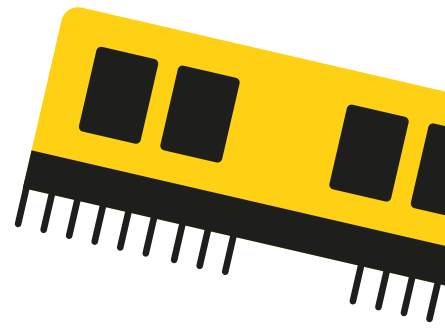


Check that you have:

- ensured your Jam is financially viable
- considered how you will manage any money generated by the Jam
- considered your arrangements for handing over the running of the Jam
- thought about ways to raise funds for your Jam







Volunteers

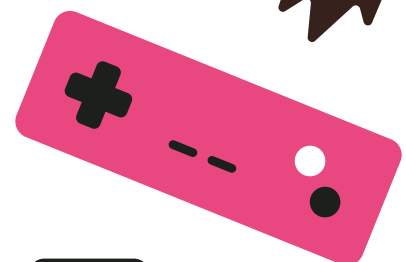
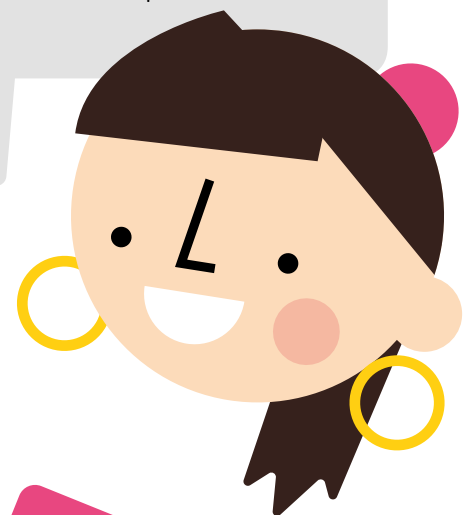
To run your event, you are going to need as many volunteers and helpers as you can find. Ask existing members of the Raspberry Pi community to help you run the event. You could also look for helpers in the wider digital making community: Code Clubs, CoderDojos, hackerspaces, and other tech groups.

Helpers are important. Workshop leaders will appreciate a second pair of hands, speakers will need someone to introduce them and manage timings, beginner sessions need people to guide newcomers. If you are checking people into the event, you will need volunteers helping on the door. The more volunteers you have, the easier everything will be, and the less each person will have to do.

It is good practice to waive the ticket fee for helpers. Make sure your helpers know what their roles are, and that they are happy with their tasks. Make sure your helpers feel appreciated and valued, and that they are able to enjoy the event as well as taking part. Name badges are useful for both the helpers and attendees, and will help your volunteers to feel part of your team. Make it obvious who the helpers are, and make sure attendees know who they can go to for help.

Our volunteers have badges that say 'Jam Maker' on them. Sometimes we have lanyards. Tim and I tend to wear our purple CamJam polo shirts. They weren't cheap, but we do stand out!

Michael Horne - Cambridge Raspberry Jam





Help volunteers to stand out with crew t-shirts

The more volunteers you have, the easier everything will be.

Schedule

If your Jam features scheduled activities, draw up a timetable for the day. If you can, share it with attendees before the event. Display your schedule in the venue on the day, on screens or posters, to help people to plan their activities.

Checking in

If you want to check your attendees into the event, print out a list from your Eventbrite page, and ask a volunteer to tick people off as they arrive. You can also check people in on a laptop using the Eventbrite website, or on a tablet or phone using the Eventbrite app. Give out name badges to attendees (a sticky label will do). This will make them feel more welcome, and encourage them to socialise with other people at the Jam.

If you are taking photos for social media, ask your attendees (especially parents) at check-in for their permission to use photos online. If anyone refuses permission, let your photographers know. Giving these people a name badge in a different colour will help the photographers to spot people who don't want to be in photos, both at the event, and when they are reviewing their images later.



We have a main check-in desk by the front door. As folks come in, they are checked off the Eventbrite list by someone searching for names on one of the laptops, or by scanning their ticket via the mobile app. As well as the main Eventbrite attendee list, we also maintain a separate list as people arrive, so that we know who is in the building in case of a fire.

Andrew Mulholland -
Northern Ireland Raspberry Jam

We use the Eventbrite app to check in attendees where possible. However, people tend to arrive all at once and we don't like a queue. If it's not possible to scan the tickets, we just check them as they come in. It means our numbers are a little off, but it keeps people happier.

Michael Horne -
Cambridge Raspberry Jam

Catering

Some Jams use part of the ticket price to provide catering. Others collect donations and order pizza on the day. If your venue has a café, make sure it is open and accessible to your attendees. Water, tea, coffee, juice, and biscuits will keep most people happy during the event.

Whether or not you provide catering, your attendees will need access to food and drink. Provide information on nearby shops and cafés and set up a re-entry system to allow people to go out for refreshments. If your venue is on a high street, or close to plenty of shops and cafés, it might be easier to ask people to source their own food.

If you are providing food, make sure you have an allergy policy. You can't assume that everyone can eat what you provide, and it might not be obvious whether allergens are present. This uncertainty could mean that some attendees are unable to eat, or it could lead to a serious allergic reaction. Ask people to provide details of their allergies and other dietary requirements in advance, and think about how you are going to cater for them.






Providing a variety of pizza for all your attendees

We searched online for caterers in a 30-mile radius of the CamJam venue, and managed to find someone who would attend the event free of charge. For Pi Wars, at the Cambridge Computer Lab, we are obliged to use their internal catering which costs us £200 per day to cover staffing costs. It's very convenient, for us and the attendees, and we know we can build that into the ticket price.

Michael Horne - Cambridge Raspberry Jam

We're not allowed food and drink inside our venue. The event starts at 1pm so we advise people to eat before they arrive, and we point out some local cafés.

Andrew Oakley - Cotswold Jam



I took inspiration from other tech events I attended, and simply ordered pizza on the day of the event. Using money collected from donations and sponsorship, I would order as many pizzas as I thought we'd need, ensuring we had veggie options, and I'd tweet the order progress URL so people could follow along. While we waited for the pizza, I'd ask a volunteer to nip to the shop to buy a few large bottles of soft drink.

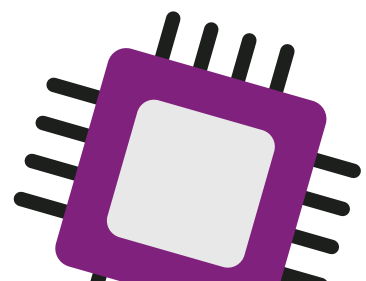
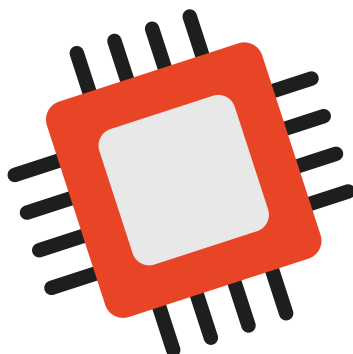
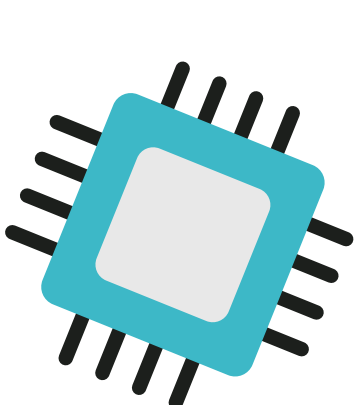
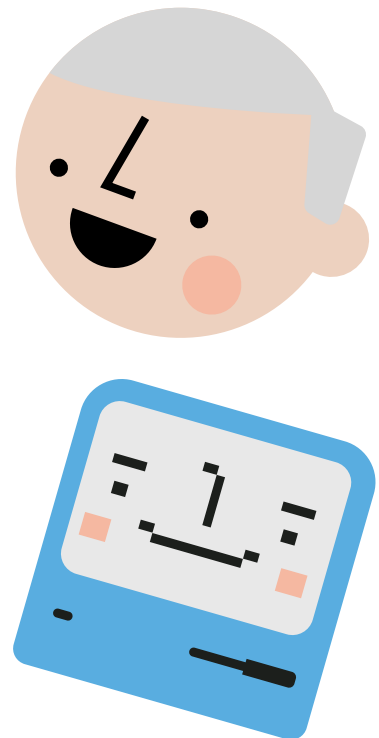
Ben Nuttall - Manchester Raspberry Jam

Checklist



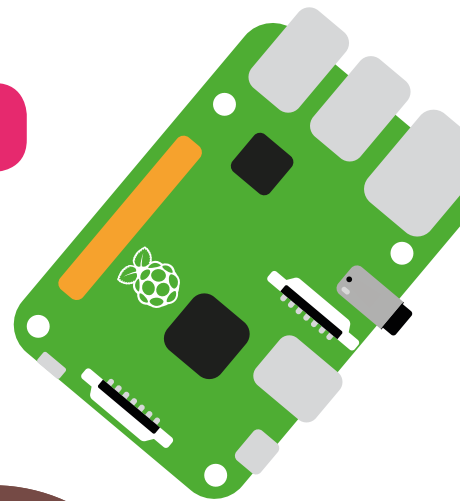
Check that you have:

- recruited volunteers to help out on the day
- ensured that your volunteers are aware of their duties
- planned a schedule for the day
- organised a check-in system for attendees
- considered catering requirements for the event





CHAPTER SEVEN: AFTER THE FIRST JAM



Reflection

- Was it a good event?
- What did people like about it?
- Would you do it again?
- If you were to run another event, what would you do differently?
- How often will you run the Jam in the future?

You might be ready to start planning your next event straight away. That's great! If you can use the same venue again, choose another date, set up an Eventbrite page, and start promoting the Jam.

If running the first event was an overwhelming experience, take a break and don't rush into the next event. Think about what you would do differently. Organise more support for your next event. For help with your next steps, reach out to members of the Raspberry Jam community, and contact the Community Manager at jam@raspberrypi.org.



One of our key things is that they're not there to learn code, or learn electronics. They're there to have fun, and they might learn a bit about code and electronics. But we're doing projects they want to make, they want to shout about, they want to tweet about, and show all their friends about.

Andrew Mulholland- Northern Ireland Raspberry Jam

CONSIDER: If you were to run another event, what would you do differently?





When I ran my first Jam, I thought of it as being a meetup for techie adults, but I decided to run the first one on a Saturday. When kids and families turned up, I realised this was a better format than I had had in mind. It was great to see people of all ages enthused by technology, so we kept the free-form practical format, and it worked really well.

Ben Nuttall - Manchester
Raspberry Jam

I know I'll need some good ideas to move beginners on, or they won't return. I know I will have to advertise more widely to get the same number of people next time. People always come in greater numbers to the first of something new.

Anne Carlill - York
Raspberry Jam

To begin with, we aimed at introducing coding and physical computing to young people, parents, and teachers through Raspberry Pi. Now we are developing the digital making skills of our regular young coders through collaboration on projects like Pioneers, entering competitions like Astro Pi, and developing young leaders who are going to be teaching others. We want to link up with other young leaders in other parts of the country too. We are even planning a road trip to Bangladesh to share experiences with other young people. It's all very exciting!

Grace Owolade-Coombes - South London Raspberry Jam

Social media

Setting up social media accounts for your Jam will enable you to keep in touch with your attendees, and publicise your future events.

Twitter is probably the most effective medium for keeping your followers up to date. Bear in mind that different types of events might be suited to different social media sites. Consider using Facebook, Google+, or Meetup as well as Twitter. Try out different platforms, but don't create extra work for yourself. If a





social media site is unlikely to work for you, or you can't be sure that you can spare the time to look after it, don't use it.

Follow other Jams and members of the Pi community on Twitter and other networks. Retweet and share relevant content created by community members, particularly those in your area. Share successful events, ask for help, and provide help to others when you can. Social media can be a great tool for bringing people together to solve problems.

Make sure that you set up dedicated accounts for your Jam don't use your own personal accounts, and don't use the Jam account as your personal account. Keep the content of your social media relevant to the Jam, and suitable for all ages. Make sure that any accounts you set up can be used by others on your Jam organisation team, and transferred to someone else if you decide to hand over the running of the event.

When I started the Jam, I just used Eventbrite. After a few events, I set up a WordPress site and a Twitter account. Eventually I registered a domain name and moved the site from wordpress.com to the server hosting my personal blog, so it didn't cost me anything to run. I would update the website with event information for newcomers, and regularly blogged links to interesting Pi projects from members of our local community. You don't have to have all these things to begin with, but it makes sense to build up your web and social media presence over time as your Jam grows. Starting with a Twitter account is an easy way to put the word out without making lots of work for yourself.

Ben Nuttall - Manchester Raspberry Jam

After running my first few Jams at the Raspberry Pi offices, I was struggling for volunteers for my next event. I reached out to Mike, who runs the big Cambridge Jam, to ask if any of his volunteers could help out. Within an hour I had over ten offers of help, thanks to a quick email he sent round. It's great to have the support of other Jam teams.

Ben Nuttall - Raspberry Jam @ Pi Towers



Start a mailing list

Now that you've established your Jam, you should aim to maintain contact with people who attended, and set up a mailing list so that new people can register for updates, and hear when you announce future events.

The community is so supportive and it is nice to be part of that.

Scott Turner -
Northamptonshire
Raspberry Jam

Having a staff mailing list for all your active volunteers really helps: mailmanlists.net run email discussion lists, and they give free accounts to worthy causes like Raspberry Jams.

Andrew Oakley - Cotswold Jam

Create a website

Once your Jam is established, you could create a website to give you a permanent presence online. This is not essential, but it can be useful for people to search for your Jam and find a permanent home page. Your website could link to your Eventbrite listings, and your social media channels. You could even maintain a blog about your activities.

You don't need to spend ages designing and developing a website from scratch. Start with something simple like wordpress.com. Setting up your own domain is not essential, and can come later. If you don't want to rush into creating a website, you can take a look at other Jams' websites for inspiration.

Take a look at these Jam websites for inspiration and ideas:

- **Manchester Raspberry Jam:**
mcrraspjam.org.uk
- **CamJam:**
camjam.me
- **Raspberry Jam Berlin:**
raspberrypjamberlin.de
- **PiCymru:**
picymru.org.uk

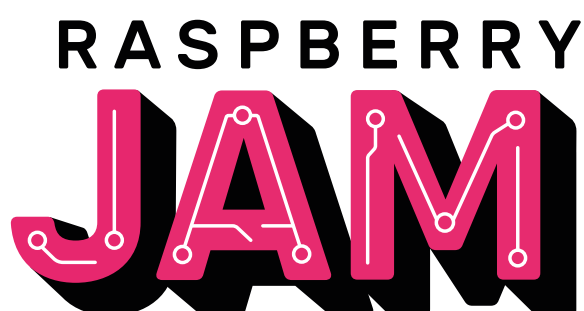




Create a logo

A logo will give a sense of identity to your Jam. You can use the Raspberry Jam logo created by our designers at Pi Towers, which has been designed to allow you to include the name of your Jam if you wish. Alternatively, you can create your own: many Jam logos are created by members of the community and adapted for different purposes.

The Raspberry Jam Branding Pack includes the logo, fonts, templates, and usage guidelines. You can download it from **rpf.io/jambrand**. Please observe the usage guidelines, and note that you must not incorporate the Raspberry Pi logo into any design that you create. The Raspberry Pi logo is trademarked, and reserved for official Raspberry Pi partners.



You can add your city/town name to the Raspberry Jam logo

Raspberry Jam Branding Pack:
rpf.io/jambrand



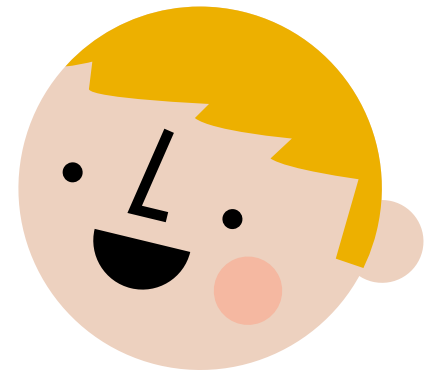
Frequency

Having run your first Jam, you may find that you are happy to run an event every month. This is great news for local digital makers, offering a regular opportunity to meet new and returning members of your community.

Bigger Jams tend to run less often, as they take a lot more time and effort to run. Look at your options and decide what makes sense for you.

Feedback

It is important to keep your Jam focused on the people who attend, while being welcoming to newcomers. Put together a survey after your first event. Ask people what they expect from the Jam. Do they need practical help? Would they prefer workshops, beginner sessions, or talks? Ask them which workshops, talks, or other activities they enjoyed. Use Google Forms or SurveyMonkey to create and distribute surveys quickly and easily.



Google Forms

google.com/forms

SurveyMonkey

surveymonkey.com

Raspberry Jam network

Use the Raspberry Jam Google+ and Slack communities to stay connected with other Jam organisers, share experiences, and ask for help. Google+ and Slack community members are the first to hear about Jam developments from the Foundation, and your feedback will help to shape the support we provide.

Share your experiences on Twitter and other social media. Help others to get involved in Jams, and celebrate the successes of your Jam and your participants. Use the #rjam hashtag in your tweets. Many Jam organisers (and the Foundation team) monitor this hashtag, and will often retweet or answer calls for help.



REMEMBER: Share your experiences on Twitter and other social media.

Just being able to chat on Slack with people who have more experience of Jams has made me more confident in running one. I think, "If they can do this, so can I!" Also, I often read a message that's for someone else and learn something useful to me, e.g. about paying for the room and equipment, or running a raffle.

Anne Carlill - York
Raspberry Jam

Ever since setting up the Raspberry Jam Slack team, I've found it to be a great way for Jam organisers to find and support each other. Before I've even had my morning coffee, someone will have asked a question, and it will have several helpful answers. Much better than everyone waiting for me to check my email inbox.

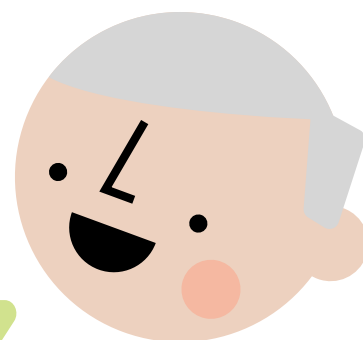
Ben Nuttall -
Raspberry Pi Foundation

Checklist

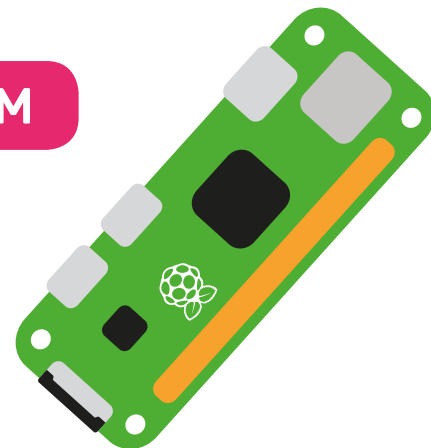


Check that you have:

- reflected on the success of the Jam
- thought about any improvements you could make for your next Jam
- thanked your volunteers for their efforts
- considered the frequency of your Jam
- considered the date of your next Jam
- collected feedback from attendees
- considered creating a website
- considered social media accounts for your Jam
- set up a mailing list for attendees to find out about your next Jam
- joined the Raspberry Jam Slack channel





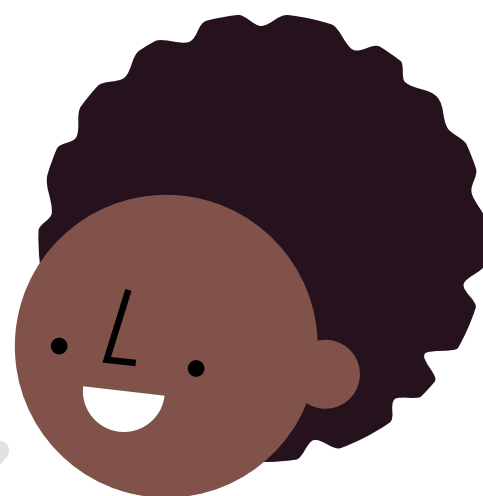


Managing growth

When you've run a few events, and word of your Jam has spread, you may find that your tickets sell out quickly. You may find that you are turning away large numbers of people who would like to attend. You need to manage this growth while maintaining the quality of your events. You could consider:

Moving to a bigger venue

If your venue has a capacity of 30, but you have 100 people who want to attend, you could look for a venue large enough for 100 people. However, this means that you will be running a much larger event. Will you still be able to provide practical activities for this many people? Would you still be able to run it every month? Will people still enjoy it?



Running your event more often

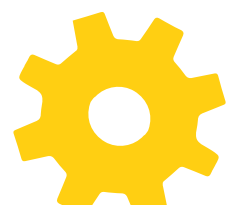
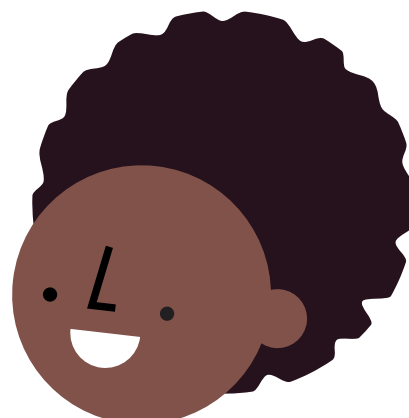
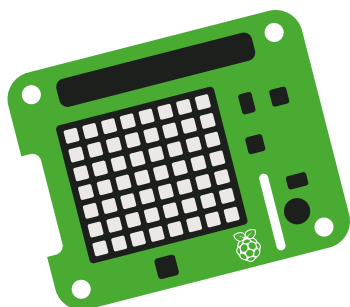
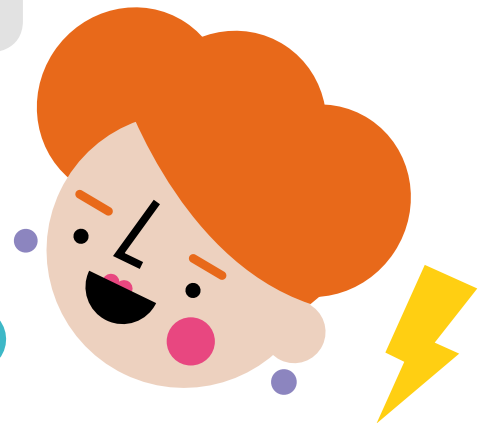
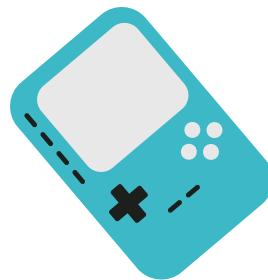
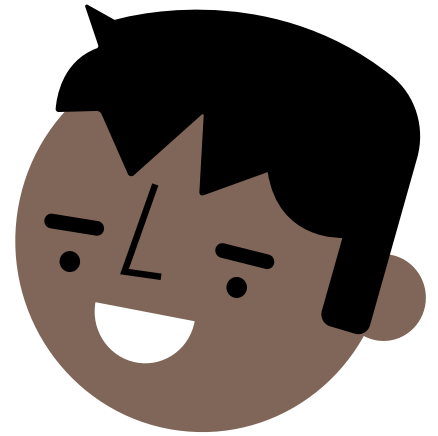
If you are running your Jam every two or three months, running events more regularly could both increase your reach and reduce the demand for tickets.



Setting up more events in your area

If your Jam is the only one in your region, helping someone to set up a second event might take the pressure off your Jam, and give your attendees a choice of events to go to. You could work with helpers and volunteers to set up other Jams in your region.

There is no single correct way to develop your Jam. Think about what works for you and your participants, and look for ways to include more people in Jam events. Talk to other Jam organisers about how their events have developed over time. Ask your attendees what developments they would like to see, and ask your volunteers what growth they would be willing to support.





Case study: development and growth

MANCHESTER RASPBERRY JAM

Manchester Raspberry Jam ran its first event in June 2012, and has run events in most months since then. It started as a small Jam of about 25 people in a tech community space in the early days of Raspberry Pi. It was designed for Raspberry Pi users to come together and learn about what could be done with the Pi, and attendees would usually work on their own projects. The Jam had no equipment, so attendees were asked to bring their own monitors, mice, keyboards, and other equipment from home. Free tickets were released on Eventbrite, and sponsorship money, donated by local companies and attendees, went towards buying pizza on the day of the event.

Manchester has a thriving tech scene, with plenty of user groups and meetups, so we spread the word among those groups. The events were attended by a mix of tech professionals of all ages, as well as parents, kids, and teachers. Parents would work on projects with their children, and keen teachers would come along to learn about coding and making from other Raspberry Pi users.

Over time, the Jam grew, and it soon extended into the upstairs part of the venue. We filled all the available space, which doubled the capacity of the event. At its fullest, close to 100 people attended the Jam. Eventually, the Jam found a new venue with more space at the university, allowing the organisers to open the event up to a larger number of people, and provide space for workshops as well as freeform hacking. Over time, the Jam has collected money from ticket sales and sponsorship, which has allowed them to purchase their own equipment. Jam equipment, as well as donated hardware, allows them provide Raspberry Pi setups at Jam events for people who don't have their own.





Case study: developing diversity

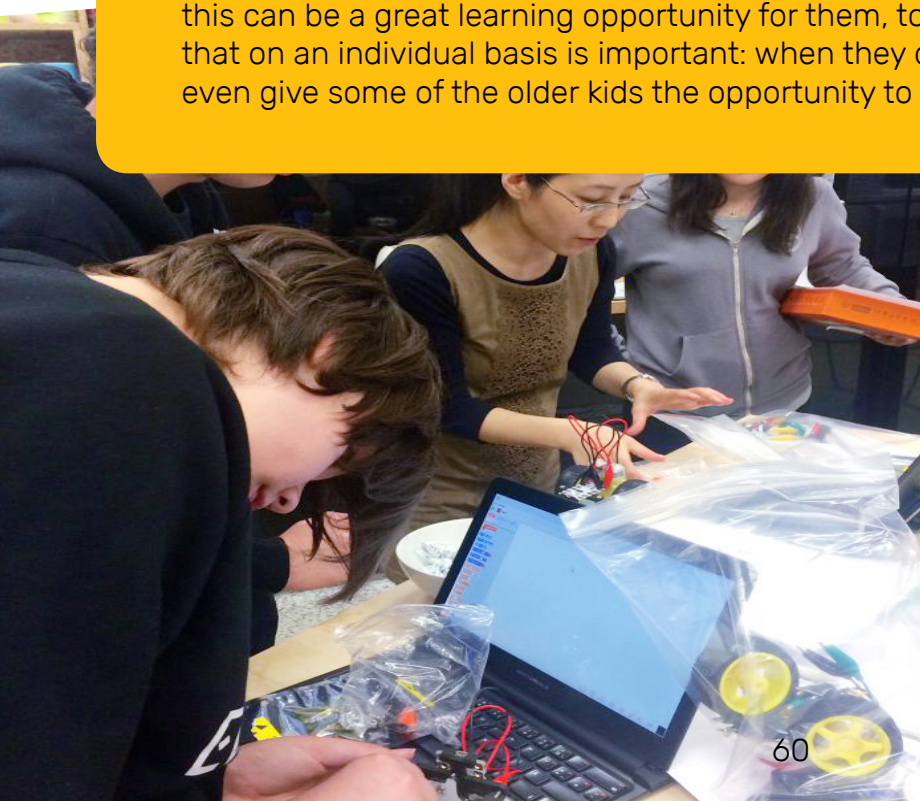
SOUTH LONDON RASPBERRY JAM

One of the big things that has come up for us so far is looking at access, diversity, and equality in terms of delivering events and workshops. When we've run our big events, we've really been successful in introducing coding to a wide group of people. We've done a lot of outreach work as well. We've made partnerships with Tourettes Action and Autism organisations, so they advertise what we're doing in their networks. We've been providing Autism and Tourettes sponsored tickets on Eventbrite, because the parents of those kids tend to be more cautious. Because our tickets go really quickly, we make sure some of these tickets are set aside so parents can take their time deciding whether they want to come.

We've been working in local communities, talking to kids who've been excluded. We talk about what we're doing and ask the parents if they want to come along along. Many people don't think that this is for them, but that personal invitation helps us to build a relationship with them.

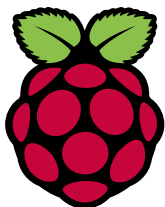
There are great parent-child pairs that work together in our Jams. We're starting with Astro Pi and Pioneers, and the parents have been fantastic. It's been a really good experience for everyone, as the parent is able to give the child one-to-one attention. You can't drop your kids off and go shopping, and expect your kid to have the same experience as another child who's got a parent with them.

Some parents think this isn't for them, because they feel they're not techy enough, but this can be a great learning opportunity for them, too. Touching base with people like that on an individual basis is important: when they do come, they tend to enjoy it. We even give some of the older kids the opportunity to run workshops for the parents.





RASPBERRY JAM GUIDEBOOK



Raspberry Pi Foundation
Registered Charity Number 1129409

