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Introduction

This guide is for anyone interested in planning a family reunion that will take place during the Congrès mondial acadien (CMA) 2019. It offers advice and tips to guide your thinking and help you plan your family reunion being held between August 10 and 24, 2019, on Prince Edward Island or in Southeast New Brunswick.

What is a family reunion?

Family reunions are often considered to be the heart of the Congrès mondial acadien. They are closely associated with the growing enthusiasm for history, heritage, and genealogy.

The traditional definition of a family reunion includes both a small party for relatives or members of the same family and a large gathering that brings together several hundred of people with common ancestors. It is first and foremost an ideal occasion for strengthening family ties and reconnecting with one's roots.

To reflect an ever-changing Acadian community, the CMA 2019 is designed to be inclusive in that it broadens the definition of "family" and views any person involved in the promotion and development of Acadie as an Acadian.

Consequently, any person with ancestral Acadian roots or simply an attachment to the culture can decide to hold a family reunion during the CMA 2019.

What is the Congrès mondial acadien?

The Congrès mondial acadien is a large Acadian and Cajun cultural event held every five years. Its goal is to hold reunions to bring together the global Acadian diaspora, as well as a series of family gatherings, talks, and performances over a period of about 10 days.



CMA History

- ✪ 1994 Southeast New Brunswick
- ✪ 1999 Louisiana
- ✪ 2004 Nova Scotia
- ✪ 2009 Acadian Peninsula, New Brunswick
- ✪ 2014 Northwestern New Brunswick / Témiscouata, Quebec / Maine
- ✪ 2019 Prince Edward Island and Southeast New Brunswick

Vision of the CMA 2019

The vision of the CMA 2019 is to promote an Acadie that is contemporary through its urban/rural mix and its cooperative nature – an inclusive Acadie that enables young people to express their Acadian pride in their interactions with other generations and an Acadie that continues to develop sustainable ties between Prince Edward Island and Southeast New Brunswick.

Mission of the CMA 2019

The mission of the CMA 2019 is to hold the sixth edition of the event on Prince Edward Island and in Southeast New Brunswick and to welcome as many Acadians and Francophones from around the world as possible, while including First Nations peoples, Francophiles, and newcomers.



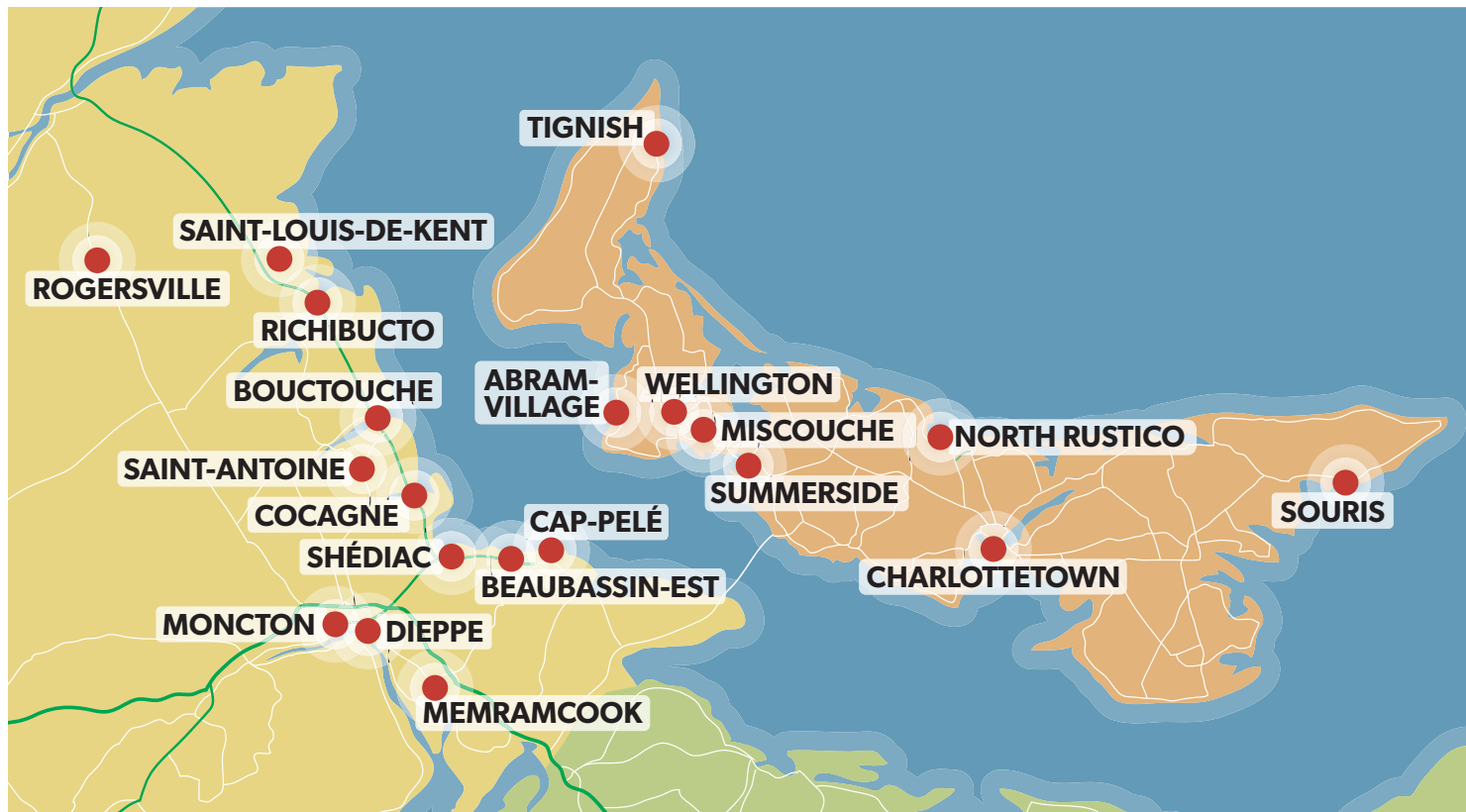
Values of the CMA 2019

The work of the CMA 2019 is based on the following values:

- ⌘ Open-mindedness: respect the growth and development of Acadie and demonstrate this in the programming;
- ⌘ Confidence: recognize and make use of the dynamic forces of the host region in order to guarantee the success of the event;
- ⌘ Cooperation: develop and maintain a spirit of cooperation among the organizers, the host population, and the partners;
- ⌘ Inclusion: welcome newcomers and their ideas to the large Acadian family;
- ⌘ Fairness: ensure fairness within the host region during the organizational and programming process;
- ⌘ Accessibility: take measures to encourage greater participation by all societal groups regardless of their socio-economic status;
- ⌘ Transparency: show transparency throughout the organizational process and the actual event;
- ⌘ Creativity: benefit from the creativity and innovation of the organizers and everyone involved in preparing for and presenting the event; and
- ⌘ Continuity: create and innovate with a view to ensuring the sustainability of certain components of the event in the region.



CMA 2019 Host Region Prince Edward Island and Southeast New Brunswick





During this 25th anniversary of the Congrès mondial acadien, and for the first time in its history, Prince Edward Island will be the host region along with Southeast New Brunswick, where the very first CMA was held in 1994.

Prince Edward Island attracts people for many reasons. The cradle of Canadian Confederation, it abounds with treasures. Even though it's the smallest province in Canada, this doesn't prevent it from being dynamic and innovative. About five percent of the province's residents have French as their mother tongue, and they are scattered across the Island.

As for New Brunswick, it was one of the four founding provinces of Canada in 1867. Acadians and Francophones account for about one-third of the population. Southeast New Brunswick extends from Saint-Louis-de-Kent to the Nova Scotia border.

First steps before planning your family reunion

Before you start planning your family reunion, it's important that you follow the steps below:

1. Check that your family reunion isn't already registered with the CMA 2019 (<https://www.cma2019.ca/en/program/families>).
2. If it isn't, please check if there is a family association is already incorporated. We encourage all committees to incorporate, however it is not obligatory. If not incorporated, it will be mandatory for organizing committees to be duly established with its own bank account. The reason for this being that our funding partners do not allow us to emit cheques to individual persons.
3. Fill out the registration form found on the CMA 2019 web page <https://www.cma2019.ca/en/program/families>. See example in appendix.
4. The CMA 2019 will accept only one family reunion with the same surname.



Registering your family reunion

You must follow certain procedures to have your family reunion added to the official programming of the CMA 2019: Please refer to Appendix 2: Commitments of the Family

You must do the following:

1. Read over and follow the procedures for registering your family reunion.
2. Submit electronic registration.
3. Always use the form templates provided by the CMA 2019.
4. Once your registration has been verified, you will be asked to sign a memorandum of understanding with the CMA 2019.

Selecting the members and structure of your organizing committee

To ensure the successful organization of your family reunion, it is suggested that you identify a few people who are experienced, motivated, and available. Other aptitudes and skills may be valuable assets for the members of your organizing committee:

- ✪ Good personal engagement for the duration of the project;
- ✪ Good sense of leadership;
- ✪ Good organizational and communications skills;
- ✪ Wide range of knowledge in the financial, legal, and marketing sectors.

With new technologies such as Skype, Messenger, and Facetime, it's now possible to have people on your organizing committee who live very far apart regionally, provincially, nationally, and even internationally.



It's strongly advised that each organizing committee appoint a chair and have this person act as the official representative to the CMA 2019.

The number of people on your organizing committee may vary depending on your programming and the number of participants expected at your reunion.

Below is a non-exhaustive table that suggests how your organizing committee could be composed.

Position	Skills	Common tasks
Chair	Leadership	Representation, governance, decision making...
Treasurer	Finances	Budget planning, bookkeeping, payments, permits...
Secretary	Administration	Sending correspondence, serving as a contact...
Person responsible for logistics	Logistics and organization	Visiting sites, assessing need for space and accommodations...
Person responsible for programming	Event related	Planning activities, performances, get-togethers...
Person responsible for communications	Communications and marketing	Promoting programming, updating social networks and website...
Person responsible for registrations	Interpersonal relationships and sales	Recruiting participants and volunteers, maintaining the database, welcoming participants...
Person responsible for genealogy and social relations	Genealogical and historical knowledge	Research, archiving activity, talks, workshops...



Finances and preparing your budget

The programming for your family reunion depends on the amount of funding your organizing committee raises. It is suggested that you manage your finances carefully to ensure that your family reunion is a success.

Below is a non-exhaustive list of revenues and expenditures that you should consider.

Revenues	Expenditures
Registration fees	Administration
Government grants	Incorporation
Contribution of CMA 2019	Travel
Donations	Telecommunications
Sponsors	Room and equipment rentals
Tickets to activities	Food services and accommodations
Sales of promotional merchandise	Promotion and marketing
	Artists' and speakers' fees and honoraria
	Insurance

Note: You must inform the CMA 2019 of all sponsorships of more than \$500.

To help you plan your family reunion, the CMA 2019 may contribute up to \$500. However, to receive this funding, you must have a minimum of 100 participants. These funds will be transferred once the *Memorandum of Understanding* has been signed.

For reasons of economy, if you hope to organize a joint family reunion, you could each receive a \$500 contribution from the CMA 2019. However, your organizing committees must be separate.



Obtaining a contribution from the CMA 2019

To receive a financial contribution or to be included in the official CMA 2019 programming, you must provide the following:

- ⚡ A copy of the family association document if available.
- ⚡ The CMA 2019 will cover the liability insurance for your reunion. However, we will need to obtain approval of our insurance company for each individual reunion. Please refer to Addendum 4 which details activities covered by our policy and your responsibilities.
- ⚡ Unless you organize your reunion in a venue disposing of all necessary permits for serving food and beverages, you will need to obtain said permits and submit copies to the CMA 2019.
- ⚡ CMA 2019 authorization to use the official logo;

Choosing your site and other logistical considerations

Several factors need to be considered when choosing a site for your reunion. You must identify your needs based on your programming and the number of people you are expecting.

Do not forget essential factors related to your choice of site and other logistical considerations: parking, sanitary services, traffic, power supply, first aid services, food services, government permits, accommodations for people with reduced mobility, etc.

For more information about the permits and procedures applicable on Prince Edward Island and in New Brunswick, please consult the CMA 2019 website (www.cma2019.ca), under *Practical Information*.



Family Gathering Centers (FGC)

The CMA 2019 offers family reunion organizers the opportunity to hold their events in family reunion hubs. This brand new concept has been developed to make your work easier.

There will be FGCs in Southeast New Brunswick and on Prince Edward Island. They will have facilities such as food services, bars, stages, and audiovisual systems. All the necessary permits will be obtained by the CMA 2019. If you'd like to hold your family reunion in a FGC, please contact the person responsible as soon as possible at familles@cma2019.ca.

Note: Families that opt for the FGC option will not be eligible for a contribution from the CMA 2019.

If you don't go with the FGC option, do not forget that you will have to find out about rental rates and all logistical elements on your own.

Programming your activities

Programming activities for your family reunion is the most important aspect of your event, and it's therefore essential that you devote a considerable amount of time to it. Here are some examples of activities that have been popular in the past:

- ✪ Performances (music, visual arts, dance, etc.)
- ✪ Talks (genealogy, history, book launchings, etc.)
- ✪ Religious celebrations
- ✪ Excursions (outdoor, sea, guided tours, etc.)
- ✪ Youth activities (games-competitions, olympiads, performances, etc.)
- ✪ Sports events



Below is a non-exhaustive list of things you must consider when planning the programming for your family reunion:

1. Set the dates for your reunion, avoiding the dates of the major CMA 2019 events: August 10 (opening day), August 15 (National Acadian Day), and August 24 (closing day).
2. Identify a site or sites.
3. Prepare a list of activities (for all ages).
4. Share all information and important dates with the CMA 2019.
5. Develop a participant database: if you don't expect a huge number of participants, consider the possibility of sharing your reunion with another family.
6. Draw up a list of suppliers.
7. Share and distribute the final programming for your family reunion.

Promoting and advertising your family reunion

Once your family reunion has been added to the official CMA 2019 programming, a web page dedicated to your family will be developed by a member of the CME 2019 team to give you better visibility.

It's suggested that you prepare an effective promotional campaign for your family reunion. For example, you could use the following tools: radio, newspapers, news releases, parish and community newsletters, and social media.

Note: If you want to develop promotional tools bearing the CMA 2019 logo, you must obtain legal permission and follow the rules for using the CMA 2019 brand image.



Recruiting participants for your family reunion

To help you recruit participants for your family reunion, you can follow the advice of the *Fédération des associations de familles acadiennes* (FAFA): www.fafa-acadie.org. In addition to promoting your reunion, social networks and other media can be used as a recruitment platform.

Feel free to develop a database with the contact information you've collected to facilitate your exchanges, your planning, and your promotional activities. This database can also be used to structure your team, including volunteers and guests, and even for on-site registration.

To make it easier for participants to register for family reunions, registration will be done online on your family's designated page located on the CMA 2019 website. This will also enable your participants to pay their registration fees online.

Accommodations for your family reunion participants

Accommodations are an important aspect of your family reunion that aren't looked after by the CMA 2019. To make things easier, below you will find some useful links that will enable the participants in your family reunion to plan an enjoyable tourism experience during the CMA 2019.

Let your participants know that it will be peak tourist season so they can make their reservations as early as possible.

Prince Edward Island	New Brunswick
www.tourismpei.com	www.tourismnewbrunswick.ca



Your CMA 2019 resource person

The CMA 2019 has a resource person who can guide you through the various steps. It's important to provide this person with progress reports and updates.

For any questions about family reunions, please contact:

Yvette Bourque
Family Reunions Coordinator
familles@cma2019.ca / 1-506-859-2019

Congrès mondial acadien 2019
774 Main Street, Suite 110
Moncton, New Brunswick
E1C 9Y3 CANADA

Conclusion

The Congrès mondial acadien 2019 considers family reunions to be a very important aspect of its programming. Thanks to your dedication and hard work, you will very soon be welcoming relatives from around the world who will join you in celebrating your Acadian pride and your sense of belonging to the Acadian community.

Your event will be both a reunion and an opportunity to discover new family members. The emotions you'll feel and the memories you'll create will remain forever engraved in your heart and will enrich your family.

The CMA 2019 wishes you every success in planning your family reunion, and it will be pleased to work with you.

APPENDIX 1

Sample Registration Form

Here is a sample registration form found on the web page
www.cma2019.ca/en/program/families

Information	
Name of family reunion:	
Name of representative:	
Address:	
Email:	
Telephone:	Website:
Date of reunion:	
Length of reunion:	
Number of participants expected at the reunion:	
Location of reunion:	

Please list the members of your family reunion's organizing committee:

Name	Title	Telephone number	Email

Indicate below how you are progressing in your programming development efforts:

APPENDIX 2

Sample Memorandum of Understanding Financial Contribution from the Congrès mondial acadien 2019

This memorandum of understanding is made in duplicate this _____

BETWEEN: Congrès mondial acadien (CMA) 2019, represented by its Executive Director (hereinafter referred to as the "corporation"),

PARTY OF THE FIRST PART

AND: The _____ family reunion, represented by _____ (hereinafter referred to as the family),

PARTY OF THE SECOND PART.

1. Preamble

1.1 The mission of the CMA 2019 is to plan and organize the sixth Congrès mondial acadien in 2019 on Prince Edward Island and in Southeast New Brunswick and to welcome as many Acadians and Francophones from around the world as possible, as well as First Nations peoples, Francophiles, and newcomers.

2. Financial Support

2.1. The CMA 2019 is providing a contribution of _____ for the planning of the _____ family reunion, which will take place on _____.

2.2. The financial support provided by the CMA 2019 may not be used to purchase or serve alcohol.

2.3. If the family reunion does not take place during the CMA 2019, the financial support provided by the CMA 2019 must be refunded in its entirety.

3. Commitments of the Family

3.1. Provide a detailed final report by September 13, 2019.



4. **Commitments of the CMA 2019**

- 4.1. Provide support for the family reunion's organizing committee during its preparations.
- 4.2. Promote the family reunion in the official CMA 2019 program.
- 4.3. Develop a web page for the family reunion and update it regularly.

In witness whereof, the parties certify that they have read and accepted the conditions set out herein.

Signed and delivered in the presence of:

Congrès mondial acadien 2019

Witness

Vaughne Madden
Executive Director

Family reunion representative

Witness

Family representative

APPENDIX 3

Sample Final Report

Final report that must be submitted to the CMA 2019 by September 13, 2019, by each family reunion organizing committee:

Information	
Name of family reunion:	
Name of representative:	
Address:	
Email:	
Telephone:	Website:
Date of reunion:	
Length of reunion:	
Number of participants:	
Location of reunion:	
List of activities (please attach the official programming for the family reunion):	

Please answer the following questions:

Were you satisfied with the support provided by the CMA 2019 while you were planning your family reunion?

How did you promote your family reunion?

If you had to plan another reunion, would you do anything differently?

--

How could the CMA 2019 have helped you more effectively?

--

What recruitment methods did you use to find volunteers for your reunion?

--

Other comments:

--

Please attach a detailed financial report.

APPENDIX 4

Liability insurance guidelines for organizers of family reunions during the Congrès mondial acadien 2019

The liability insurance company covering the CMA 2019 advises to use due diligence in all activities funded by the CMA 2019 and included in its official programming.

Some activities may involve certain risks and are therefore not covered under our insurance policy.

It is therefore imperative that family reunion organizers inform the CMA 2019 if any of the following are part of their programming. Our insurer needs to know.

- A crowd of 10 000 people or more
- Inflatable attractions
- Fireworks
- Activities involving animals
- Sleigh rides or hay rides
- Hunting or archery activities
- Activities outside of Canada
- Motorized vehicles
- Marinas, boats and other watercraft

IMPORTANT NOTES

- all activities involving extreme sports
- all activities involving motorized sports, races and endurance events
- skateboards/BMX bikes, ski or sliding events, climbing towers/walls, canoes or kayaks, activities involving fire
- Professional paid services (example: consulting services)

Our insurer requires that all activities involving fireworks, inflatables and animals as well as any other high-risk activities be the subject of a contract with the related professionals or specialists and that before the event, they provide an insurance certificate of at least \$2,000,000.

The insurer reserves the right to refuse coverage for above-mentioned activities.

If one or more of your activities involve items listed above, a descriptive document will be required for submission to our insurer for assessment. Further to the insurer's recommendation, you will be advised if additional coverage is required to comply with its requirements. This additional coverage will be at your expense.

If your family reunion program includes one or more of the activities described above and you have not purchased additional insurance coverage and added the Congrès mondial acadien 2019 as co-insured, we will not be able to endorse your activity or include it in our programming.