



Planning Guide

January 2012 -- Framing the Fun!

- Assemble your team (event manager, parks and recreation department, activities coordinator, volunteers).
- Determine key elements of event - [check out what others have done](#).
 - What type of venue?
 - How many people anticipated?
 - What types of activities/projects: service, education, outdoor recreation?

February 2012 -- Pick a Park and Get Planning!

- Secure venue – [Click here to find a park in your community](#)
- Secure permits (if needed).
- Determine activities and length of event ([see our list of suggested park activities!](#)).
- Secure volunteers to assist with event or park and recreation staff
 - Determine volunteers needed based on activities – use this volunteer schedule as a guide.
- Develop an event budget – [use the attached sample](#).
- Promote to your community! Send monthly updates to email contacts to encourage participation in your KTP event. [Send activity booklets](#), so they can share with their children in advance of the event.
- Register event at www.kidstoparks.org.

March 2012 -- Sharing Your Event with Others!

- Begin media outreach – [Use this template press release to customize and announce your event](#).
- Secure photographer/videographer. (optional)
- Identify and invite special guests – [using this Save the Date card!](#)
- Post [flyers](#) on community calendars and meeting areas. ([Espanol](#))
- Don't forget to register your event at www.kidstoparks.org.

April 2012 -- Event Follow-up!

- Reconfirm event details with park staff.
- Purchase materials for activities.
- Plan for safety and first aid.
- Continue promoting KTP Day event in newsletters, email blasts, poster placement, and social media

One Week Before -- May 7-11, 2012

- Send Media Alert.
- Update Day of Timeline/Agenda.
- Review event logistics with volunteers – send event information page to your planning and volunteer team.
- Create a final checklist of supplies.
- Ensure all required permits have been obtained. Schedule advertising insertion in local papers, radio, etc. to run the week prior to your event.

- Make media follow-up calls for event coverage and final publicity.
- Make sure a first aid kit is available and emergency numbers are accessible.
- Coordinate event walk-through – [use this helpful checklist](#).

Day of Event -- *May 19, 2012 (or week leading up to the 19th)*

- Arrive early.
- Set-up event - Put up signs, banners, etc....
- Follow-up with media morning of event.
- Make yourself available, walk event and ask attendees what they're enjoying about the event.
- Have fun and make sure to take photos and video with Buddy Bison!

Sharing Your Park Experience

- Prepare and distribute a post-event press release with photos.
- Send thank-you emails to staff and volunteers using [this template](#) (provide them additional info about other outdoor programs).
- Send this electronic survey to your team!