



# SWOK Event Planner Tip Sheet

## Event Title and description

Browse through the [Pilot Project Event Journal](#) to get ideas and specific plans, or just use to inspire your own!

## Date and Time

When selecting date and time, consider the following:

- Seasonal weather- a note about sun: Kids love to run around in the sun, but do not enjoy sitting still (they wilt!). So it's best to hold events in the shade or bring a shade cover. If you are sitting in the sun, make sure the children are not facing into it. This changes depending on the time of day, so take that into account
- Naptimes - if you aren't sure, ask people you know with young children what is the best time. There is no perfect time as naps vary, but there are definitely less optimal times!
- Other previously scheduled school, community, and sporting events
- Sunday- afternoons are better, so as not to conflict with church
- Mornings overall are better for young children
- Saturday mornings and evenings are better for families
- Avoid days too close to the holidays, unless you're having a holiday event!
- Sporting events! Soccer and Tee-ball for older siblings can really interfere with your turnout, so be aware!

## Location

- Pick a place that's easy to get to, with parking close by and sidewalks, if families will have to walk on busy streets
- Outdoors? If you can find a popular play area in a highly visible location, you can put up your banner to advertise, and have a built-in group of kids and adults
- Noise! Go to the spot where you plan to hold the event, at the time you would like to do it, and make sure there it isn't too noisy or distracting
- Churches are great about letting you use their space for a not for free events that benefit the community, and will often even help you publicize!
- If you know someone who attends a preschool, you might work through them to use a space, and again, they will help you publicize
- If you're doing your event at a larger event (like an early learning fair or kids carnival), make sure you won't be near any generators, fans, or other noisy equipment, but that you *will* be located near other children's events.
- If you will need electricity for anything be sure to check ahead as to location and availability of outlets. Always bring an extension cord, and if you have a grounded plug, bring an outlet adaptor for outlets in older buildings.
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## Marketing Tools

- Fliers ([click here for printable flier](#))
- Online community and family papers that let you post free events online.
- Free online community calendars that list free family events
- Make an e-vite or e-mail your friends with young children, or your friends

with grandchildren, and post on social media If you aren't sure how to do this, enlist the help of a friend (or any teenager!)

- Offering refreshments is always a draw! It doesn't have to be fancy. For kids, pretzels and juice, and for adults cookies and beverages (coffee, tea, water)
- Take an [e-mail sign-up form](#) with you and encourage people to sign up for information from SingWithOurKids and your local events.

## Event Supplies List

- Event signage (banner and stand, or homemade signs posted at location)
  - Refreshments and supplies; table cloth, cups, napkins, coffee and tea and any condiments if an adult event
  - Information sheets (see project pieces page for printable handouts and sample documents)
  - Books, if relevant to event
  - Rhythm instruments, parachute, streamers or scarves if relevant
- Name tags and markers if relevant

## Website Material Used

Make a list of anything you'll be using from the website (fliers, book lists, handouts, projects)

## Before the Event To Do List

- Begin publicizing two to three weeks before the event. You can just send out save the date e-mails to a mailing list with the event title and description if you don't have the location details yet.
- Send reminders several times before the event, and add another detail to build excitement.
- Assemble any materials you need from your list
- Double-check that any media you have listed with has event details correct online or in publications

## Documentation Plan

- This can sneak by you, and is invaluable for building your event following in the community. DON'T plan to do this yourself! You will be busy. Have a friend or fan take photos or video clips and send them to you.
- Take notes afterwards on what worked, and what didn't. Imagine you are building a notebook you could pass along to someone else or use to remind you of details when you hold that event again. If Sing With Your Kids takes off in your community, or even in your school, you're going to want to enlist helpers and it's great to be able to give them notes on everything.

## Community Impact/ Goals Met

- This is where you can write down any personal stories you hear from adults or children, and believe me- you will hear stories of immediate impact
- Collect photos or videos from anyone who helped document, and make a file on your computer they can all go into.

Send Nancy an e-mail and any documentation, including suggestions you're willing to share on SingWithOurKids.com

## Start Planning Your Next Event!