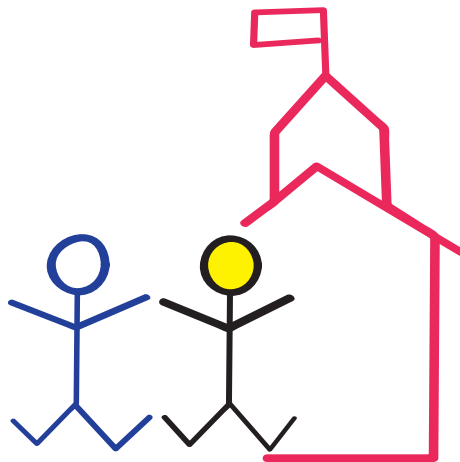


GOOD NEIGHBOUR CAMPAIGN

**Special Event
Planning and Publicity
Workbook**



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Special Event

Planning and Publicity

Workbook

February 2003



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GOOD NEIGHBOUR CAMPAIGN SPECIAL EVENT PLANNING AND PUBLICITY

WHY DO SPECIAL EVENTS?

Lots of Reasons!!!!!!!!!!

- you can get your message out to a high number of people;
- you can do these activities in groups (large or small!);
- these events are culture-current;
- allows shy people to participate in promoting the school;
- many events can be done as families!
- these events are usually well-received by community members;
- these events appeal to every community regardless of its size;
- these events are giving-centred, not asking centred!
- **THESE EVENTS ARE BIG FUN** 😊

WHAT ARE THE IMMEDIATE RESULTS OF A SPECIAL EVENT?

1. The Christian school will heighten its public profile and the community should get a positive perception of the the school, solidifying the school's image of community service.
2. The Christian school community will have a legitimate sense of satisfaction not only with a job well done, but with the school itself.
3. A successful event encourages more events.
4. Special events spread the word about Christian schools quickly, effectively, and to a large of people.

WHAT ARE THE LONG-TERM RESULTS OF A SPECIAL EVENT?

1. The Christian school will be oriented toward action.
2. The potential level of impact of special events, done consistently, allows schools to increase their boundaries within the Christian and geographic communities.

GREAT SPECIAL EVENT IDEAS

Public Places

Pop give-a-way
Umbrella escorts
Windshield washing (just pick a parking lot & wash)
Coffee give-a-way
Grocery bay loading assistance (Saturdays at your favourite store)
Grocery cart returns
Life-saver give-a-way
Flower seed give-a-way
Freshen-up pack give-a-way (mints & wet wipes)
Quarters attached to cards for phone calls or parking meters
Trash pick-up

Downtown

Pop for shoppers
Parking meter feeding
Umbrella escorts
Business window washing
Stamps in front of post office

Parks

Free hot dogs
Bottled water at bike/hike trails
Doggie wash
Spray water bottles

House to House

Saturday morning paper & coffee give-a-way
Leaf raking/yard cleaning
Free lawn mowing
Carnation give-a-way
Tulip bulb give-a-way
Smoke Detector Battery give-a-way

Cars

Free car wash
Washer fluid fill
Wet wipes at gas pumps
Garbage removal

Roadsides & Traffic Lights

Pop give-a-way
Parking meter feeding
Popsicle/freezie give-a-way

Miscellaneous

Pay library fines
Free suntan lotion (trial/sample packets)

Check the Good Neighbour Campaign website for more ideas at

www.oacs.org/GNC/kindnessexplosion.html

PLANNING YOUR SPECIAL EVENT: BLUEPRINT FOR SUCCESS

SPECIAL EVENT PLANNING WORKSHEET

School: _____

Name of Event: _____

Date of Event: _____

Have you ensured that this date does not interfere with any other school events/local community events?

Committee Responsible: _____

Additional People to Be Consulted:

Purpose of Event:

Target Audience:

Planning:

1. Where will the event be held?
2. How many people will be involved?
3. When will the committee start meeting? How often will they meet?

A special event is a one-time event focused on a specific purpose or significant occasion in the life of the school. Special events may also be CREATED for other targeted purposes such as the Good Neighbour Campaign.

These one-time special events are different from "programs" that the school offers on a continuing basis such as extra-curriculars, arts, reading clubs, etc.

4. Budget

The objective is to provide special event planners with a financial blueprint. The budget should be specific, and include any revenue opportunities (sponsorship, ticket sales, donations, concession sales) as well as expenses (printing, permits, insurance, speakers, food, supplies, security). Consider the logistics. With many activities going on simultaneously, there are many details to be checked. Major areas to consider and plan for include:

Will you need:

- to rent space/tent (consider the size of space needed as well as parking)?
- to rent equipment (tables, chairs, coat racks, portable toilets—set up costs)?
- printing done (flyers, posters, postcards, connection cards, doorhangers, letters to parents, etc.)?
- postage/direct mail?
- advertising?
- catering/refreshments?
- transportation?
- contingency plan (in case of inclement weather, etc.)?
- signs?
- security?
- to pay for clean-up?
- to pay an honorarium for a speaker, etc.?

5. What supplies will you need to run your event? (Write down everything you can think of, no matter how small☺)

6. What publicity tools will you use? Check as many as you think you will use.

- school newsletter
- community newsletter
- school bulletin board,
- community bulletin boards (community centres, grocery stores, churches, Christian businesses, libraries)
- email list
- church bulletins/newsletters
- outdoor school sign
- additional signs (sandwich board, banner etc)
- newspaper
- radio stations
- cable television
- faith-based agencies within the region
- welcome wagon
- neighbourhood flyers
- direct mailers (postcards)
- doorhangers
- newspaper advertisements
- press releases
- celebrity endorsements
- t-shirts, caps, other promotional items

7. What are your local media opportunities?

8. How will you inform the parents and request their involvement?

9. How many times will you contact the parents informing them of the event? What methods will you use?

10. List the first 5 things that need to be done & who will be the responsible for each item.

TASK

PERSON RESPONSIBLE

1.

2.

3.

4.

5.

11. Will you commit to sending OACS a note about your event, when it is being held, what's happening, etc. (and pictures if possible)?

12. If yes, who will be sending in these materials to OACS?

PUBLICIZING YOUR SPECIAL EVENT: BLUEPRINT FOR SUCCESS

A NOTE ABOUT INVOLVING MEDIA IN YOUR PLANNING

Whether you are experienced or a novice at planning special events, do not underestimate the value of publicity! The time you spend learning to use the media to help you further your cause will produce payoff, especially over time. Inform radio and television stations, as well as newspapers in your area well in advance, and invite them to cover your events. If your event includes a good photo opportunity, point this out to newspapers and television. Take advantage of free advertising through cable television, posters in public places, and public service announcements (PSAs) in all media outlets. Work with a local radio station to have a "Good Neighbour Campaign" program. Ask local merchants to sponsor advertising your special event in the local newspaper.

Promoting your special event takes **CREATIVE** thinking balanced with **PRACTICALITY**. The primary objective is to publicize the event, but secondary objectives should be considered.

- Are you trying to inform, educate, or entertain?
- Increase awareness of, or attendance at the event?
- Facilitate good community relations?

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

Date: _____
Contact: _____
Phone: _____

“Community Spirit is Alive & Well at _____”

Students and parents of local Christian school contribute to the community with random acts of kindness.

_____, Ontario - ___Date____ Don't be surprised if somebody does something nice for you without you even asking. And don't be surprised if you're asked for nothing in return! That's the message that the students and parents of _____ Christian School want their neighbors to hear. The _____ families with children attending the school are _____. The price for this service? Absolutely free. As part of the educational experience at _____ students are regularly involved in community service projects. The challenge is to find new and interesting ways to serve the community.

In addition to providing top-notch, Christian faith-based education to it's students, the school endeavours to teach students to be productive, contributing members of society. Learning multiplication tables and reading is just as important as learning to be kind and helping others. _____ is a member of the Ontario Alliance of Christian Schools, an association of 80 Christian schools across the province that are involved in serving their local communities.

Be sure to be at _____ on _____ where you will be on the receiving end of _____.

Principal, _____ explains the popularity of this event at the school. “The students and their parents get a real kick out of loving this community with no strings attached,” he/she says, “people have a hard time believing that these kids are actually doing _____ for free.”

_____ Christian School has been serving the _____ community for _____ years. “It is really important to maintain our presence in our neighbourhood as well as our region. We want the people of _____ to know that _____ cares about them and this community we all call home,” says _____.

“These are fun events that are well-received because they are giving-centred, not asking centred. We want to do something special for our neighbours.”

-30-

PRESS INFORMATION CONTACT:

Name
Position
School
Phone
Web
Email

SAMPLE LETTER TO THE EDITOR

Dear Editor:

Community service is alive and well at _____ Christian School. The students and parents from this school are about the city of _____ performing random acts of kindness. Their message? _____ Christian School cares about the people of _____. Although _____ Christian School is a non-profit, parent-run school, the families in the school believe that it is important to maintain a high community presence. They are eager to give back to the community that they live in. While providing top-notch, Christian faith-based education is important, teaching kindness, empathy, and tolerance are equally important to the school experience. The best way to teach these characteristics is by getting side-by-side, rolling up their sleeves, and getting to work. So, if you happen to benefit this week from one of these "free" activities, accept it as a gift. If you really want to help us teach our kids about community cooperation, "pay it forward!" Find a kind and simple way to let three other people experience kindness by performing a simple task for them. Together, we can impact our community in a really positive way!

Name
Position
School

SAMPLE PROCLAMATION

Society's most precious resource is its people. Compassion, empathy, wisdom and knowledge transmitted from one generation to the next ensures a society that cares for its emerging generation.

The love of knowledge and the wisdom of experience passed from parents to children reveals the intricacies of creation and the mysteries of the universe.

The theme for Christian Education Week is "How To Be A Good Neighbour." The 30th annual celebration of Christian Education Week is observed annually by _____ Christian School which promotes acts of service in _____.

This celebration of learning and community service highlights the important roles that all schools play within their communities. Education is blunted without participation in the community. Ensuring that young minds are well trained and tuned to their communities provides a bright future and a stronger society.

In view of the inherent value of this week of celebration for the residents of _____, I, _____ (Mayor/Reeve) do hereby proclaim May _____, 2003 as Christian Education Week and urge every person to join in the celebration of parental choice in education, and the important community presence this school has in our midst.

_____ CHRISTIAN SCHOOL

presents

30th Annual celebration of

**CHRISTIAN
EDUCATION WEEK**

May _____, 2003

During this week students, parents, and staff of

_____ Christian School

will be on hand to _____.

*Call the school at _____ for more information or check our

website at _____.

SAMPLE CONNECTION CARD

This card is to be distributed to each person who is on the receiving end of a service or give-a-way in association with the *Good Neighbour Campaign* or any special event that involves the public.

Side 1

School Name & School Logo
School Address
School Telephone Number
School website
School email
A simple map?
School Slogan

Side 2

"Yes ... it really is free!
We hope that this small gift brings
some light into your day. It's a
simple way of saying that
_____ Christian School cares
about you and this community we
live in.

MAJOR EVENT PLAN/OUTLINE

12 weeks before the event:

- Select chair and members of the planning committee.
- Choose the event and set the event date.
- Develop the strategy (master plan) for the event, including budget.
- Formulate a publicity plan. Decide how/when the media should be contacted.

8 weeks before event:

- Arrange for printed material (connection cards, signs, posters, postcards for direct mailing, doorhangers, invitations, banners) to be made. Prepare copy for program, prepare web announcements, schedule school sign announcements.
- Prepare mailings, ie. Invitations, special newsletters, church bulletin announcements, PSAs, news releases, Media Advisory, etc.
- Send announcements to churches, affected agencies, and other target groups
- Depending on your event, research what needs to be done have an official proclamation made by the mayor or reeve .

6 weeks before event:

- Post event on school and GNC website.
- Send PSAs to community newspapers.
- Send official proclamation to the mayor/reeve's office.
- Apply for necessary permits (usually take 4 weeks).
- Prepare notices for parents/supporters/students, with a list of opportunities to get involved in the special event.

4 weeks before event:

- Put up flyers at local churches, Christian businesses and schools.
- Put up posters at community notice boards – libraries, grocery stores, etc.
- Enlist volunteers.
- Ads in papers, community service bulletins (cable & radio), direct mailings, doorhangers, etc.(consider the message being received once per week for the month preceding your event).
- Rent necessary equipment for your event.
- Purchase necessary supplies for your event.

2 weeks before event:

- Send PSAs to local media and cable TV stations.
- Post flyers in the neighbourhood through school community participation.
- Post flyers in local businesses.
- Send Media Advisory to local TV, radio and newspapers.
- Be sure all equipment, supplies, and personnel are in place for your event.

1 week before event:

- Contact and confirm with volunteers regarding their specific tasks (remind them to wear school t-shirts, etc).
- Send PSAs to local media outlets (radio, cable stations, newspapers).
- Stage a publicity kick-off!

The day before event:

- Hold a "tie-down" meeting.
- Distribute a schedule of the event to each volunteer/participant.
- Discuss assignments.
- Distribute identification badges.
- Answer questions.

Day of Event:

- Put up outdoor signs or banners.
- Set up registration tables if necessary (set up enough to avoid bottle-necks).
- Distribute programs (if necessary) as people arrive so they know what to expect.
- Have hosts offering direction to refreshments, logistics of site, etc.
- Clean up posters/flyers posted in the community.
- Host any media representatives that attend the event.
- Have admissions information available if asked (or hand out cards with web address).

After the Event:

- Mail the printed program/materials with an appropriate letter to those who were unable to attend.
- Remember to thank everyone who participated (by card, note, school sign, etc).
- Send photos to supporters and volunteers.
- Post photos and summary to school website/school newsletter.
- Create a "post-event" newsletter and mail to supporters
- Conduct an event evaluation.

A Note about Evaluating the Event

Take time to evaluate right after the event while the details are still fresh. You may want to consider having a questionnaire/survey for participants to complete. Some general evaluative criteria include:

- Did the event fulfill its goals and objectives? Why or why not?
- Identify what worked and what needs fine-tuning. Which vendors/suppliers will be used again?
- What items were missing from the checklist?
- Was the event well attended?
- Was informal and formal feedback about the event positive?
- Given all that went into staging the event, was it worth doing?