



Event Planning Guide

Step 1: Recruit Your Team

Recruiting a large and diverse team of families, students, school personnel and community volunteers will make planning and implementing your Digital Families Community Event much easier!

- Broadly announce opportunities to help plan, promote and execute your event, rather than relying on the same small group of volunteers. You might be surprised to see who steps up!
- Invite the school librarian, instructional technology or media literacy teachers to help facilitate the event.
- Look to see if there are high school students, such as member of the Honor Society or media clubs who would be interested in sharing their experiences as volunteers. Local PTSA leaders from nearby middle and high schools may be good sources.
- Don't forget to engage community members who care about children and their safety.

Step 2: Plan Your Event

Determining the agenda and the logistics will ensure that your event is well organized, well supported, and successful. Questions to consider when planning include:

- What time will our event be?
- How will you invite families and manage RSVPs?
- Where will our event be held? Do we need to reserve space?
 - Remember you will need a space or spaces that accommodate the full group at once and small break-out groups.
- Audio visual is required for the presentation section, who coordinates this?
- Will food and beverage be provided? If yes, who will coordinate?

Step 3: Promote Your Event

Once you have recruited your team and planned your event, it's important to communicate with families and your community to let them know what's happening.

At School

- Include a message in students' morning announcements.
- Write an article for the school newsletter.
- Post the date and reminders on outdoor signs near student drop-off/pickup locations.
- Make sure flyers and signs are posted in all languages spoken in the school community.

At Home

- Nothing beats a personal invitation! Put family invitations in every kid's backpack to take home. Make sure these are inclusive of the languages spoken at home.
- Use social media (Facebook, Twitter) to provide frequent updates about the upcoming event. You can use the provided sample social media messaging and graphics to help.



- Post an announcement on the school and/or PTA website.
- Write an article about digital safety and social media do's and don'ts for a PTA or school newsletter that is sent home to parents.

In the Community

- Work with school officials to customize the provided sample press releases to invite local coverage. Don't forget smaller, local media outlets such as neighborhood association blogs and newsletters.
- Send the sample invitations to local digital safety experts (consider law enforcement officials, or technology professionals or policymakers).
- Ask a local radio station to be a media partner: announcing digital safety-related Public Service Announcements during the week of your event.

Step 4: Host Your Event

Consider the following ideas to help your program run smoothly and achieve its goals:

Welcome All Families

- Post welcome and directional signs in multiple languages to fully represent your school community.
- Ask the school principal and/or PTA president to greet families and thank them for coming.
- Consider accessibility for family members with disabilities. Is your event location accessible to those with mobility challenges? Would any of your families benefit from sign-language interpreters or other accommodations?
- Make sure parking is available for families; determine transportation options for venue.
- Provide a separate room with childcare for families with younger children. This room can be staffed by high school volunteers.

Make Safety a Priority

- Review event safety guidelines and emergency procedures with school/facility staff and PTA volunteers.
- Have a backup plan for inclement weather, including how you will let families know in a timely manner if the event must be canceled or rescheduled.

Manage Volunteers

- Be sure all speakers and volunteers know their roles, when to arrive and where to report.
- Provide break-out activity guides to each volunteer before the event and supply extra copies the night of the event.
- Consider assigning dedicated, trusted volunteers to critical roles, such as:
 - Setting up and testing any audiovisual equipment
 - Serving as the event photographer/social media manager
 - Acting as "host" to attending officials or guest speakers
 - Responding to vendor questions (i.e. food delivery)
 - Recording follow-up contact information of attendees
- Track all volunteer hours for recognition and planning purposes.



- If any volunteers are students who need community service hours, complete and sign their required forms promptly.

Step 5: Evaluate Your Event

As part of your funding agreement with National PTA, an online survey must be completed after the event, which includes the following data:

- Number of event attendees (parents, students, staff)
- Local media hits promoting your program and resources (if applicable)
- Social media and website tracking (how many likes and shares)
- Photos and videos from the event
- At least one anecdotal family story

