



Digital Families Community Events Overview

The purpose of this guide is to provide PTAs with everything needed to plan a 1.5 hour, interactive night where families learn about digital safety through hands on learning activities. In this guide you will find:

1. [Event Goals](#)
2. [Suggested \\$1000 Budget](#)
3. [Supplies and Materials](#)
4. [Advertising and Promoting your Event](#)
5. [Recommended Room Set-Up](#)
6. [Event Check-In](#)
7. [Event Timeline](#)
8. [Whole Group Presentation](#)
9. [Small Group Activities – Volunteer Guides](#)
10. [Community Share Out](#)
11. [Evaluation](#)

Event Goals

- Give families a safe space to share successes and concerns about parenting in a digital world.
- Share best practices for parenting in a digital age and tools to foster parent-child interaction.
- Empower parents and families with resources and research to equip them to be safer online.



Suggested \$1000 Budget

Expense Description	Estimated Cost
Refreshments—for example: sandwiches/pizza, bottled water, chips, veggie platter, dessert/ice cream.	\$500
Childcare - (if needed) provide a separate room to support childcare of younger siblings, allowing parents to have one on one time with their older students	\$100
Resource Table Flyers - Provided through the ShopPTA site	\$25
Branded Take Home Swag - Provided through the ShopPTA site	\$50
Door Prizes - For example: small denomination gift cards to restaurants or stores to incentivize attendance	\$100
Other costs such as facility rental, janitorial supplies and janitorial costs, lights and/or security (if needed).	\$100
Discretionary Funds	\$125
Total:	\$1000



Supplies and Materials

- 5 - 7 Volunteers

These are the roles that you will need volunteers to help you with, some volunteers can complete multiple roles.

- One main facilitator
- 3 sub facilitators
- 2-3 food service and clean up
- 1-2 Check-In and Membership table
- Secured space for whole group presentation, dinner and breakout sessions
- Projector for Event Presentation
- One copy of the sign in sheet
- 50 copies of the Media Release Form
- [ShopPTA kit](#) (purchased through a voucher provided by National PTA)
 - 50 copies of the Digital Passport
 - 1 custom banner
 - 2 custom lawn signs
 - 10 custom window posters
 - 120 Laser Label name tags
 - 100 red & green Agree/Disagree Cards
 - 100 pens
- Two copies of each Volunteer leader handout per breakout session
- 50 copies of each participant handout per breakout session
- One box of markers
- One sticky-flip chart pad



Advertising and Promoting your Event

Use the materials in the toolkit to advertise and promote your event:

- Email template Invitation (English/Spanish)
 - 3 weeks before your event email all parents of your school community this invitation to attend the event.
- Email template Reminder (English/Spanish)
 - 2 – 3 days before your event send this email to remind all parents of the event
- Event Registration Tip-Sheet
 - Use this to find an online platform to help you register people for your event
- School Morning Announcement Template (English/Spanish)
 - Make at least one announcement every week leading up to your event.
 - Make sure to schedule an announcement on the day of your event
- Posters, Banners and Lawn Signs (Provided in the [ShopPTA kit](#))
 - Hang these up around the school and in areas of the local community that will be visible to parents (such as the library, grocery store or rec center)
- Sample RSVP Backpack Flyer (English/Spanish)
 - Send this home with all students 3 weeks before your event
- Template Media Advisory
 - Use this to let local tv and radio reporters know that you are planning an awesome event night.
- Press Release Template
 - Use this to share your grant award and the success of your event night with your local paper.
- Social Media Messaging
 - Use these to advertise your event on Facebook, Instagram and any other social media platform your PTA uses.
- Social Media Images



Recommended Room Setup

Attendees will experience the event together as a whole group and through 3 small group activities that you select. Attendees will rotate through the small group activities and will have the opportunity to participate in each activity. Below are different room set-up options to help you arrange each part of your night.

Whole Group Room Setup

- Cafeteria or Gym
 - Projector for presentation – Make sure you play the video within the presentation to test that sound is set-up correctly and everyone in the space will be able to see and hear what is being shared.
 - 10 - 15 tables that sit 8-10 people/table
 - At each table
 - 10 pens
 - 10 red & green agree/disagree cards per table (1 per person)
 - Resource Table: Arrange the Safety Center, Youth Portal, Parents Portal, Digital Literacy Library and Bullying Prevention resource flyers on this table.
 - Ask if your school librarian or Instructional Technologist/Media Teacher can be available to staff this table. They can provide information on how families can better connect with the school using technology. And, can even help answer questions that families have about the schools use of technology.

Break Out Group Setup

At check-in each pair will be assigned a number from 1-3. That number will represent the first activity that they attend. Each activity will take 15 minutes and then all groups will move clockwise to their next activity. You will need to time each session and indicate to all groups when each activity ends, and it is time to rotate.

Each activity will foster conversations between parents and children (this will hopefully get loud!). We suggest a minimum of three separate rooms, one for each activity. Make sure that the rooms are close enough together that attendees can quickly rotate to the next activity session.

Each activity will require space for the parent/child pair to sit together and a surface to write on. Make sure that you provide pens in each room!



If needed, you can host the three small group activities in the cafeteria or gym. Just make sure that you put enough space between each of the three groups so that everyone can hear the instructions.

Event Check-In

- Give each attendee a name tag sticker (Provided in ShopPTA Kit)
 - Make sure each parent/student pair receive the same small group assignment number on their name tag (1, 2 or 3)
 - Have markers on hand for attendees to fill in their name
- Give each parent student pair one digital passport
- Make sure each family signs a media release

Program Timeline

Refreshments (10 - 15 minutes)

We suggest you allow people to come in and grab some food and have time for fellowship. It is okay to start the presentation while people are still eating. You can adjust this timeframe depending on the needs of your community.

Whole Group Presentation (15 minutes)

Bring everyone together to kick-off the night. Use the talking points included within the slide deck to discuss the following points with your families:

1. PTA Welcome – set ground rules for a safe space!
2. Goal Setting – what are we going to learn tonight?
3. What is an upstander?
4. Icebreakers – this is where everyone will need their own red & green, agree/disagree card!

Small Group Activities (50 min)

Choose three of the following activities for your families to experience together.

1. Healthy Habits Activity (15 Minutes)

Families will explore scenarios to determine how they can respond to different online situations.



2. **Privacy and You** (15 Minutes)

Families will complete an activity deciding how and what should be shared online.

3. **Password Creation Game** (15 Minutes)

Families will test their passwords, answer some basic questions about password safety, create a new password using one of the methods below and commit to updating their passwords for online security.

4. **Family Media Conversation** (15 Minutes)

Families will use a handout to have a guided conversation about how they approach and use online videos, apps, social media and web connected devices.

5. **Understanding and Sharing the Feelings of Others** (15 min)

Families will read and discuss the shared scenarios to determine how sharing other people's stories or images online can impact them.

6. **Online Presence** (15 minutes)

Families will review and think about their own online presence and who controls people's perception of them.

7. **Student Expert Station** (15 minutes)

In this session students will sit at a table and respond to attendee questions about different social media apps that they claim to be an expert on.

Community "Share Out" (15 Minutes)

After finishing the three activity sessions, direct families to come back together in the main room. Use the "Share Out Guide" to create a gallery walk using topics from today.

Close out (5 Minutes)

Thank families for attending the event.

Remind everyone to bring their passport to your volunteers with their completed survey. Ask volunteers to give one swag item to each person who turns in or shows them a completed survey on their phone.

Giveaway door prizes to thank families for attending the event. Make sure you have door prizes that will be attractive to both students and adults!



Survey and Evaluation

We want your feedback! It is very important to us that we know what worked and could work even better. Make sure all of your attendees fill out the online evaluation form (or a paper copy) while they are at the event. This form does not have any identifying information.

Please print 20 copies of the form to have on hand for families who may not be able to complete the form with their phones. Mail the completed copies of the evaluation to:

Attn: Programs Team; 1250 North Pitt Street, Alexandria, VA 22314

PTA Leader Feedback

Just as important is your feedback as a leader! Please make sure that you complete the Program Leader Feedback from within 2 weeks of your event date. Submit copies of your communication via email, social media or local press directly to nhedden@PTA.org.