

# Coordinator toolkit

# Plan your campaign

**1**

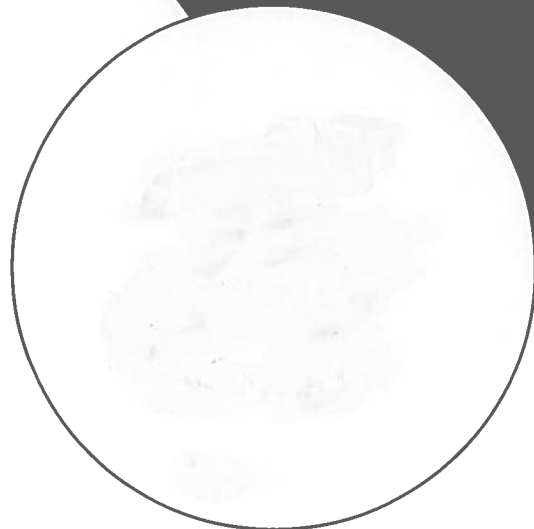
## **Introduce the idea**

Start the conversation about National Night Out with your neighbors, colleagues and community to generate interest in coordinating a campaign.

**2**

## **Build a team**

Establish a committee of volunteers who expressed interest in the idea of coordinating a National Night Out.



# 3

## **Delegate responsibilities**

Schedule a meeting with your committee to discuss who is responsible for what.

### A few things to think about

- ▶ Type of National Night Out event
- ▶ Food and non-alcoholic beverages
- ▶ Entertainment and activities for the kids
- ▶ Time and location of your event
- ▶ Fundraising, contributions and donations
- ▶ Advertising and marketing
- ▶ Communication with the local media
- ▶ Vendors at your event
- ▶ Involvement from local non-profits, local businesses, and special guests



**Neighborhoods across the nation** host block parties, festivals, parades, cookouts and various other community events with safety demonstrations, seminars, youth events, visits from emergency personnel, exhibits and more.

## 4

### Get started

Begin to work on your assigned responsibility for the campaign. Schedule regular meetings to discuss progress.

## 5

### Spread the word

Because if they don't know, they won't come. See *Ways to promote your event* for reference.

## Ways to promote your event

- ▶ Customize and distribute the flyer template
- ▶ Use a robo call system (for law enforcement)
- ▶ Create and share an event on social media
- ▶ Build a relationship with the local media
- ▶ Develop a press release and send to the media
- ▶ Attend community events prior to yours
- ▶ Send an email via an established mailing list
- ▶ Mail an invitation from your local police chief
- ▶ Collaborate with other groups, organizations, clubs, commissioners, politicians (elected only)

# Volunteer sign-up form

**Name**

**Email**

**Phone**


# Volunteer responsibility form

Name

Responsibilities

Email

Phone

Other notes

# Make it all happen

## 1 Starting with the basics

Think about the type of event you want to have, a smaller block party or larger centralized event.

### Location ideas for your centralized event

- ▶ Local park or open field
- ▶ Shopping center parking lot
- ▶ Township fire house or police department
- ▶ Community center or church
- ▶ School athletic fields
- ▶ Swim club or athletic center
- ▶ Closed street in your city or town



### Things to consider

Expected attendance  
Parking availability  
Access to bathrooms  
Power and water supply

# 2

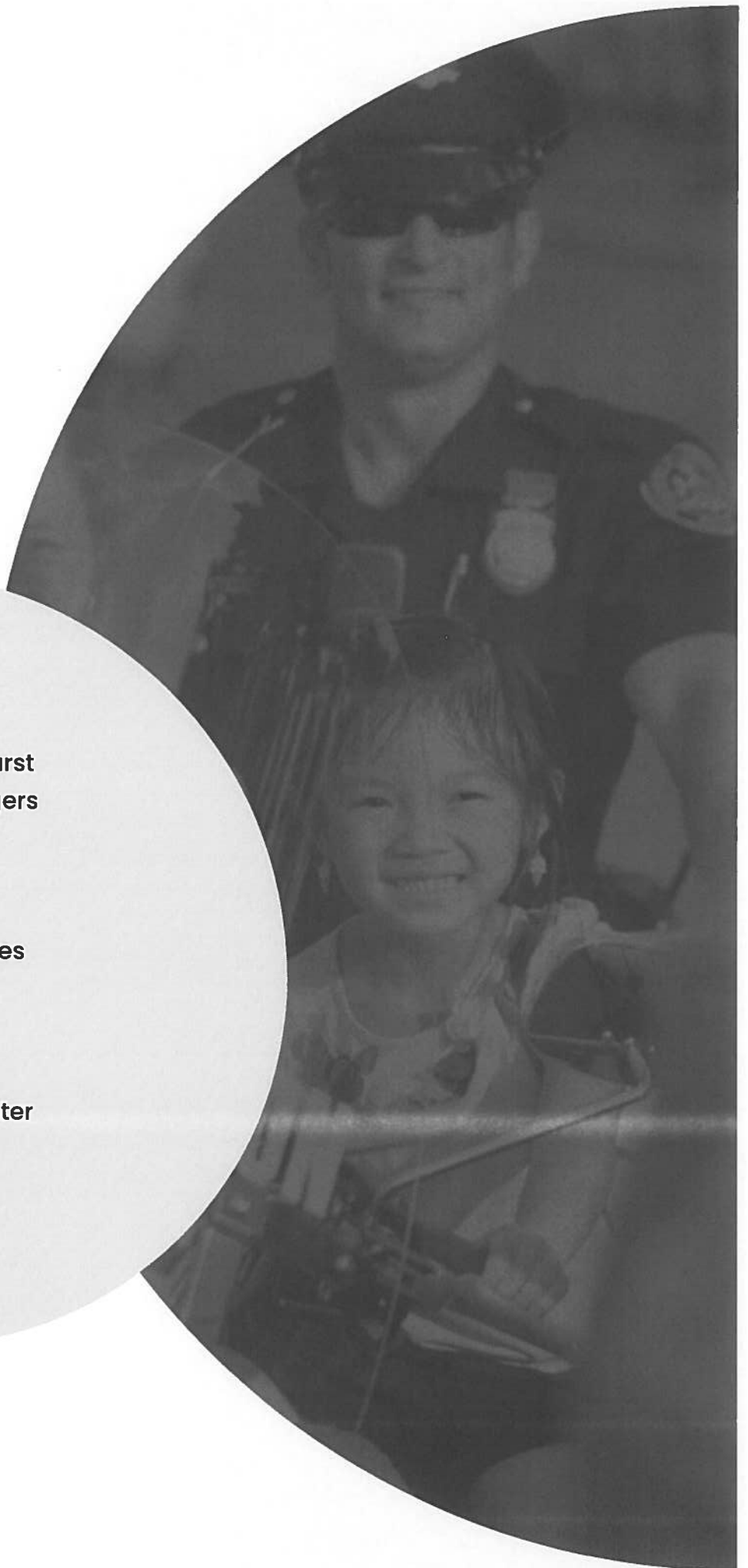
## Ideas for food & beverages

### The food

- ▶ Hot dogs, sausages or bratwurst
- ▶ Hamburgers and veggie burgers
- ▶ Hoagies and sandwiches
- ▶ Pizza
- ▶ Popcorn, chips and pretzels
- ▶ Funnel cake, ice cream, cookies and donuts

### and the beverages

- ▶ More than enough bottled water
- ▶ Assorted soda and juices
- ▶ Lemonade and iced tea
- ▶ Root beer floats





# 3 Activities and entertainment

Incorporate activities for the kids and entertainment for all ages. We listed some ideas that have been tried by your neighbors across the nation.

## Try something new this year

- ▶ DJ, local bands or artists, radio station
- ▶ Face painters, clowns, magicians and jugglers
- ▶ Moon bounce, dunk tank, carnival rides and games
- ▶ K9 demonstration and emergency personnel display
- ▶ Ice breaker games, superlatives
- ▶ Scavenger hunt
- ▶ Water balloon toss
- ▶ Talent show
- ▶ Police-community basketball or softball game
- ▶ Coloring activities, chalk art, poster contest
- ▶ Caravan, parade, run, walk or bicycle ride
- ▶ Helicopter landing
- ▶ Proclamation signing
- ▶ Visit from Nat the Knight



## 4 Involve your community

The National Night Out campaign is designed to enhance police-community partnerships and provide an opportunity to get to know your neighbors. Therefore, it's important to involve your entire community, including your local law enforcement agency and first responders, elected politicians and officials, local public figures, local non-profit organizations and your neighbors.



## 5 Vendors at your event

Prepare for inquiries from local businesses, non-profit groups and organizations to get involved with your National Night Out campaign. Vendors can provide another element to your event and tremendous value to your guests with information, resources, giveaways, games and more.

- ▶ Maintain a list of vendors, including contact information
- ▶ Establish a deadline for vendors to get involved
- ▶ Create a label per vendor table for day of

## 6 Ask for donations

We encourage you to ask, and do so early. Approach your local businesses, restaurants and other organizations to request donations and contributions. Draft a request letter and include a flyer that provides more information about your National Night Out event.

A few examples of popular donations or contributions in years past across various communities include cases of water, paper goods and pizza.

## 7 Thank you for everything

National Night Out takes a tremendous amount of time, energy and effort. The hard work put forth by yourself, volunteers and the entire community should not go unnoticed. Therefore, be sure to say thank you.

30 Donation request letter template

33 Thank you letter template

# Thank you letter template

Date

Full name

Business or organization

Address

Hello name, business or organization,

On behalf of your neighborhood or organization, we would like to sincerely thank you for your contribution of time, value, resources or product(s) at National Night Out on date of event.

Your support is greatly appreciated. National Night Out was truly a success and would not have been possible without the support of our community and neighbors like you.

Your attendance neighbors came together for National Night Out. Elaborate on your local National Night Out campaign.

Thank you again for your support.

Sincerely,

Your name

Your organization

Your contact information

# Donation request letter template

Date

Full name

Business or organization

Address

Hello name, business or organization,

Your neighborhood or organization is beginning to plan for the annual National Night Out campaign. We are reaching out today for your support at the local level. National Night Out will feature description of your event. Details are as follows.

Date:

Time:

Location:

Purpose: To promote strong police-community partnerships and neighborhood camaraderie to make our neighborhoods safer, more caring places to live and work.

Expected attendance:

Our request:

Recognition:

Your support would be greatly appreciated. You can contact name at phone number or via email at email address with any questions. We are excited about this opportunity and the impact National Night Out has on our community.

Sincerely,

Your name

Your organization

Your contact information