



Hometown Event Guide

IT'S TIME TEXAS (ITT) has created this guide to provide you with ideas and suggestions to implement and promote a healthy hometown event during the Community Challenge.

IT'S TIME TEXAS wishes you every success and hopes that you will find the information in this Guide helpful as you, your family, friends, and neighbors celebrate healthy living and take action to build a healthier community! Feel free to use whatever you find helpful and make any adaptations that will bring the content to life.

Please let us know if you're planning a Community Challenge event so our staff can assist in promoting and attend if possible! You can reach our Director of Events & Initiatives Coco Plunkett at Coco@itstimetexas.org.

Tips for planning your event:

Choose an event to conduct based on your interest, your ability to recruit people to participate, and the location of your event.

- » Decide on what you want your event to be. Be creative and have fun with it. Some event examples include; a rally at city hall, park cleanup or healthy food drive, a group walk or run, group Zumba or dance class, or health-related service day at a local school
- » Pick the best date for your event. Weekends or evening are usually the best days and times!
- » Choose an accessible public location for your event. Good examples for locations to host your event include; city hall, local park, community center
- » Create a fun, friendly atmosphere.
 - Play suitable music to enliven the group before and/or during the event.
 - Take pictures before, during, and after the event to earn Challenge points for your community and share on social media with #CommunityChallenge!

How to promote your event:

Now that you have selected your activity, date, and location, it is time to spread the word! If you are excited about your event, the energy will be contagious. Utilize our Community Challenge Sharing Guide and PR Toolkit to alert community members and local media. Contact IT'S TIME TEXAS staff so we can help you promote the event and gain news coverage.

The best way to up your community's score is to get everyone in your community involved in the event:

- » Utilize a variety of promotional avenues or materials.
 - Use social media with the hashtag #CommunityChallenge
 - Ask local elected officials' offices, businesses, schools, and community organizations to share on their social media accounts and via email
 - Send your information to community newspapers and neighborhood associations to be included in their newsletters
- » Connect with community groups and businesses to help promote. Identify local organizations and businesses that may be able to support you by promoting the event to their clientele. Make phone calls to generate this interest and be certain to have a specific request in mind before you call. If you can go by their location to meet the manager in person, you may be more successful!



How to utilize supporting resources:

Use the following timeline and resources to assist you in implementing and promoting your event. Use the enlistment script below to solicit sponsors and help promoting the event.

If you have any questions, please contact Coco@itstimetexas.org.

TIMETABLE and CHECKLIST (Check all that apply to your event.)

One Month In Advance

- Select event, date, and location
- Seek approval for location, if needed and reserve space
- Share a "Save the Date" via email and social media
- Send out media alert (template available in Community Challenge PR Toolkit)
- Create promotional flyer

Three Weeks

- Call area businesses or stop by in person to see if you may post a flyer and ask if they will help promote
- Create your equipment list and gather needed materials

Two Weeks

- Send out a promotional e-mail to your network, to local community organizations and businesses. Ask those interested to spread the word, too
- Continue posting promotional blurbs on your social media and tag IT'S TIME TEXAS
- Check in with facility you will be using to confirm event setup

One Week

- Gather equipment for the event
- Send out final promotional e-mail to all contacts
- Send out media alert again

Day Before the Event

- Remind attendees of event details, including to bring water if needed
- Check the weather to anticipate changes in location

Day of Event

- Arrive at destination well in advance so you may let the attendees know of any changes such as blocked roads or paths
- Host event and take pictures. Make sure you get attendees' permission!
- Announce participation in the IT'S TIME TEXAS Community Challenge and a community-wide points goal to reach by March 31st
- Encourage those who attend to register and log their participation on www.ittcommunitychallenge.com to earn points for your community!



After the Event

- Upload photos of your event to the Challenge site for community points.
- Fill out the Challenge story form with a description of your event and photos so IT'S TIME TEXAS can spotlight you! www.itstimetexas.org/stepping-up.

EXAMPLE ENLISTMENT SCRIPT

**Note: This promotional script may apply to any event. Please change activity name and details to reflect your chosen activity.*

Hello, (Name of person who answers)

My name is _____ and I am getting our community involved in the IT'S TIME TEXAS Community Challenge! I am organizing a hometown event at __ and I would love your participation and help promoting.

In order to make the biggest impact on our community's health, I am asking businesses in our area to help me promote this event by allowing me to place a flyer at your place of business. We're also looking for groups to donate _____ (healthy snacks, water, swag items, speakers, service day materials, etc.) Are you able to donate?

Additionally, if you send out a community newsletter or are active on social media, I would greatly appreciate you sharing a blurb with the location, time, and date of the event, encouraging your customers/clients to register for the Community Challenge!

Would your company be interested in joining in? Who is the best person to speak with or send more information to?

Get an email and a phone number. If they aren't interested, ask if they know of a company/business that might be interested.

We wish you the best of luck with your 2016 Community Challenge hometown event. Please don't hesitate to contact IT'S TIME TEXAS with questions or information about your event!