

Family Fun Day Planning document

1. Pick a venue

- **Make sure there is plenty of free parking**
- **The Venue should be centrally located and easily accessible**
- **Make sure there are restrooms available**
- **Is there a fee involved for the venue? For the pavilion rental?**
- **Is insurance needed? Get event insurance online if necessary**
<https://www.theeventhelper.com/>
- **Are there other permits or forms?**
- **Are EMT's or medical staff required to be on call?**
- **Is electric needed for vendors and available?**
- **Is there food for attendees to eat? Food trucks may need a permit- Perhaps you can arrange for a discount for event customers with local restaurants and the food trucks**
- **Does the Venue provide cleaning: pick up garbage after the event. Bathrooms cleaned?**
- **Will you be providing handouts, like food?**

2. Choose a date

- **4-6 months for planning is easier, subsequent events are easier as you can build from the first event**
- **Event preferably is on a weekend**
- **4-5 hours**

3. Budget items

- **Venue, Pavilions, Permits, and related fees for that location**
- **Performers (face painters, stilt walkers, temporary tattoos, puppet, magic or animal shows, DJ, Bands)**
- **Gift bags and contents**
- **Cleaning services, garbage removal**
- **Supplies**
- **Tents, Tables, and Chairs (buy or rent, preferably vendors will bring their own)**
- **Stage rental**
- **AV company unless performers have their own equipment**
- **Modest decorations (balloons)**
- **Advertising (use FREE sources as much as possible)**
- **Raffle gifts**

- Photographer and video (try local college for intern who'll work modestly)
- Signs, Banners, Posters, 4 x 6 poster handouts. Flyers & Posters to include QR code that leads to Website/schedule/event information
- Security Team

4. Sponsorships, gifts, prizes, and donations

When asking for raffle gifts, items for gift bags, and giveaway items, always use the keyword "Humanitarian, Charitable event"

- Chamber of Commerce may sponsor
- Food/grocery giveaways (partner with local food banks, co-ops, farmers)
- A raffle prize is preferred over a coupon donation
- Items for gift bags can include (don't forget you need the physical bags)- jump rope, chalk, whistle, pop-ems, glowsticks, pokemon cards, stickers, coupons (from sponsors)

5. Performers and vendors

- Family friendly music or DJ
- Puppet Shows
- Magic shows
- Science show (these would be onstage)
- Small animal show or petting zoo
- Face painting
- Temporary tattoos
- Balloon twisters
- Stilt walker
- Juggler
- Clowns

Locate vendors (no vendor agreements)

- The company of Heaven Research team can help you locate performers and vendors in your area, and set much of this up.
- Have them bring their own table, chairs, and tents

- We will promote with their logos and photos, so please collect them
- Have them post our flyer on their website and social media
- Secure their rates
- Sign their contract and pay half at booking and half the day of the event

6. Volunteers

- Use the free resource volunteersignup.org
- Make sure the link to sign up is on all signage, postcards and social media posts, website etc.

7. Marketing and outreach

- Create 4 X 6 digital flyers, make sure they include the QR code and website, and the words "FREE".
- Create and print 2000+ 4 X 6 double sided postcards and distribute in the community at family and kid friendly businesses.
Vistaprint.com is a great resource for low cost printed materials if you have time.
- 11 x 17 inch paper flyers to be hung at local businesses, schools, and kid oriented businesses. Ensure QR code is on this- make a list of where to put out
- Create events on Eventbrite, Nextdoor, Facebook. When you create these events, invite local friends, businesses, and share them around to everyone you know, asking them to do the same. Join all the local Facebook groups for kids and moms and local events.

(See Marketing Plan overview document)

8. Day of the event

- Use a QR code to link to a map of the event online so people know where everything is. On same page, put the schedule
- Optional- QR code to donate to a local charity. These both can be displayed in a plexiglass standing frame on the table. This is optional. People often like to contribute, and they can donate to Company of Heaven, or another local charity that you select.

Marketing Plan Overview

Social Media:

- Post teasers: Announce performers and activities, sharing fun, engaging content.
- Countdown posts: Remind followers of the event as the date approaches.
- Sponsor spotlights: Thank sponsors with dedicated posts highlighting their support.

Press Release: Draft a press release for local media, emphasizing the free nature and community impact of the event.

Flyer Template:

- Headline: "Join Us for a Free Family Fun Day!"
- Subheadline: "Magic shows, face painting, fun activities, and more!"
- Details: [Date, Time, Venue]

Include sponsor logos at the bottom and a brief description of The Company of Heaven's mission.