
Roll & Read

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Parents as Teachers®

Event Planning **TOOLKIT**



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Welcome

Thanks for joining us in the second annual
Roll and Read – Powered by Parents as Teachers!
 We hope you will have a fun and productive event.
 Here are the tools to help you get there.

OVERVIEW



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Overview

Roll and Read – Powered by Parents as Teachers is a community awareness opportunity promoting early literacy and healthy families.

With a strong commitment to improving children's school readiness and school success, this early literacy campaign aligns two organizations dedicated to promoting children's language and literacy development by bringing books into the homes of families.

Roll and Read provides a unique and enjoyable activity for your Parents as Teachers program to highlight the importance of early literacy to participating families, your community and your elected officials.

Programs who participated in last year's inaugural event gave tremendous feedback, praising the event's community engagement, media and fundraising opportunities. Not to mention – it was FUN!

Roll and Read – Powered by Parents as Teachers

WHAT IT IS: *Roll and Read* consists of a one-mile walk and stroller roll for the entire family dotted with three “reading stations” along the way. The day blends two important goals for Parents as Teachers families – early literacy and physical well-being.

WHAT IT LOOKS LIKE IN YOUR COMMUNITY: You can use *Roll and Read* to be a fundraiser. It could be a way to increase awareness about your program and the value of early learning in your community. Or, it could be your next group connection event.

Reading stations, booths, presentations, registration area and refreshments are just a few things to consider for your event. What your specific *Roll and Read* looks like will be based on many factors, including location, time, goals, funding and weather.

Tools to make it happen

The *Roll and Read* toolkit features a variety of materials to walk you through a successful event. We've included:

- > a sample news release
- > tips for working with local media and launching a social media campaign
- > letter templates to recruit participants, sponsors and local businesses
- > inks to logos along with guidance on how to create a successful event

Here are five steps to get you started:

FIRST: SET A GOAL. What do you want to accomplish with your event? Set a measurable goal. It could be:

- > **A fundraiser** (e.g., set a goal to raise a specific dollar amount or to cover a specific program cost, such as a parent educator's salary or materials for a group connection.)



- > **Community awareness** (e.g., set a goal to recruit certain number of new families or to engage your local lawmakers, business leaders or other dignitaries.)
- > **A group connection** (e.g., set a goal to get more families involved or document the number of new books you distributed into your community)

SECOND: FIND A LOCATION. The best place to hold the event depends on your program – how it operates and how your community works. Look at the *Finding a Venue* section (p.15) of the toolkit for more information and location suggestions.

THIRD: COORDINATING THE “READ” PART OF THE EVENT. The one-mile walk is designed to have three reading stations. A stop every ¼-mile is ideal, but that might not be possible based on your location. Each reading station needs enough space for children to gather and for someone, such as a parent, local celebrity, elected official, teacher, police/fireperson or community sponsor, to read a designated book to them. After a different book is read at each station, parents and children continue along the course to the next station.

FOURTH: WORK ON THE “EXTRAS.” Based on your goals, you may want to consider adding some extra activities or opportunities to increase your event’s impact and interest from the community. You don’t need to incorporate every option listed below into your event – just choose what interests you or what will help achieve your goal. You know your community best – what will work for you? What new idea would you add to the list?

- > **Bake sale:** Add extra event revenue by having a fund-raising “snack table” – if your event is at a sporting venue, you may want to open the concession stand.
- > **Community booths:** This is a great way to get community groups and businesses involved (and more aware of your program). Contact your local police, fire, safety, or health organizations. Ask local businesses to have exhibit booths, or donate food or raffle/attendance prizes. You could charge a small fee for the for-profit booths. You might also want to sell a *Roll and Read* t-shirt, which includes all sponsor logos. Be sure your organization has a booth/table, where you can share information about your program or sign up new parents. Other ideas for community booths include:
 - Safety (car seat installation, bike helmets)
 - Finger printing
 - Library services
 - Book mobile
 - Churches
 - Banks
 - Chamber of Commerce or other business groups
 - Nutrition, fitness or exercise
 - Health screenings



Overview

(continued)

- > **Stroller decorating:** Make your event colorful! This is especially good if your event goal is recruiting new families. Have prizes, such as books or gifts donated by local businesses.
- > **Raffle:** Raffles can incentivize people to come, donate and stay for the drawing. You could give one ticket to each family that attends (with the option of buying more), or sell them all. Raffles are exciting for everyone, and are a great opportunity to promote local businesses that are donating the prizes.

FIFTH: PROMOTE! Start early and keep going – to both internal and external audiences. You'll find lots of tips for getting the word out in the *Event Planning Timeline* and *Social Media Overview* portions of the toolkit.

NEED MORE INFORMATION? Contact Heather.Bell@ParentsAsTeachers.org

EVENT PLANNING TIMELINE



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Event Planning Timeline

Celebrate Roll and Read – Powered by Parents as Teachers in your community

Timeframe	What To Do	How To Do It	Who's Responsible	Completed
8 weeks before (minimum)	Identify the opportunity, scope, format, target audience and goals for your event	<ul style="list-style-type: none"> > Brainstorm with your staff > Think about others in your community who host events and ask for their input > Be realistic about what you can accomplish in this time period 		
	Begin to block out resources needed	<ul style="list-style-type: none"> > Include staff time, volunteer help, funds, in-kind donations, community partners, safety-related work, materials 		
6 weeks before (minimum)	<p>Block out event specifics, such as date, time, place, details on format, speakers (if necessary)</p> <p>Begin building your invitee/participants lists</p> <p>Consider getting a media sponsor (local radio or TV station, newspaper)</p>	<ul style="list-style-type: none"> > Organize an event committee > Check for any conflicts with date > Solicit donations, booth sponsors, partners, media sponsor > Reserve space, if appropriate > Gather invitee contact information 		
	Invite key attendees (e.g., community/school/business leaders, those who will speak/present)	<ul style="list-style-type: none"> > Personal phone call, followed by written or e-mailed invitation 		



Event Planning Timeline

(continued)

Timeframe	What To Do	How To Do It	Who's Responsible	Completed
4 Weeks Before	<p>Invite all attendees</p> <p>Begin regular general promotion and publicity efforts</p>	<ul style="list-style-type: none"> > E-mail or mailed invitation, and flyer Parent Educators can give to families on their visits. > Promote on Facebook, Twitter or other social media > Post on your website or in newsletter as soon as details are confirmed. Update as needed > Post event information on local community billboards or e-calendars 		
	Order supplies	<ul style="list-style-type: none"> > Work from detailed checklists; record suppliers, contact information and expenditures > Get any in-kind donations of supplies first 		
3 Weeks Before	<p>Create a detailed event outline, including preparation and clean-up, and a checklist</p> <p>Build a list of local media, including their e-mail and phone information</p>	<ul style="list-style-type: none"> > Assign tasks to committee members > Begin scripting any formal remarks – don't forget to thank sponsors and recognize key people! > Time out the event – how long people will speak, how long participants will be engaged 		



Event Planning Timeline

(continued)

Timeframe	What To Do	How To Do It	Who's Responsible	Completed
2 weeks before	Keep promoting! Contact local media	<ul style="list-style-type: none"> > Freshen anything you've been sending out – e-mails, mass media, direct mail, personal networking, social media, website, phone recordings, e-mail signatures, posting flyers in local businesses or gathering places > Refer to <i>Social Media Messaging, Event Overview</i> and <i>Logos</i> provided in this toolkit 		
1 week Before	Confirm date, time, place with key attendees	<ul style="list-style-type: none"> > Via phone or e-mail 		
	Remind media and ask for pre-event interviews Prep your media spokesperson with event details and talking points Assign person to gather and track all media resulting from event (record TV/radio interviews when they air, clip any newspaper stories)	<ul style="list-style-type: none"> > Work from <i>News Release Template</i> provided in this toolkit under "Messaging Tools"; contact via e-mail with phone follow-up 		
	Issue second invitation to general public, if appropriate	<ul style="list-style-type: none"> > Promote via e-mail, mass media, direct mail, personal networking, social media, website > Refer to <i>Social Media Messaging, Event Overview</i> and <i>Logos</i> provided in this toolkit 		



Event Planning Timeline

(continued)

Timeframe	What To Do	How To Do It	Who's Responsible	Completed
5 days before	Ensure all supplies are onsite	<ul style="list-style-type: none"> > Follow up if necessary 		
2 days before	Issue third invitation to general public, if appropriate	<ul style="list-style-type: none"> > Promote via e-mail, mass media, direct mail, personal networking, social media, website > Refer to <i>Social Media Messaging, Event Overview</i> and <i>Logos</i> provided in this toolkit 		
	Prep speakers or relevant event staff for media questions Finalize and print nametags Arrange for someone to record any _____	<ul style="list-style-type: none"> > Refer to the <i>How to Work with the Media</i> document provided in this toolkit 		
1 day before	Pre-event set-up	<ul style="list-style-type: none"> > Give list of cell phone contacts and other important information to all necessary event staff 		
Day of event	Final set-up	<ul style="list-style-type: none"> > Use committee members and volunteers 		
	Call key media contacts	<ul style="list-style-type: none"> > If media can't attend, offer to send information as follow up (e.g., testimonials, photo-ops, etc.) 		
	Greet key attendees	<ul style="list-style-type: none"> > Provide nametags and introductions as appropriate 		



Event Planning Timeline

(continued)

Timeframe	What To Do	How To Do It	Who's Responsible	Completed
Day of event (continued)	Greet media	<ul style="list-style-type: none"> > Assign an event person to connect media to appropriate spokespeople > Have a brief, printed media kit available - event news release and, information about your program > Facilitate live family testimonials for photos and taping 		
	Enjoy event!	<ul style="list-style-type: none"> > Really! 		
	Clean up	<ul style="list-style-type: none"> > Use committee members and volunteers, and celebrate success 		
Day after event	<p>Thank all participants: key attendees, general public, media, committee members, and donors</p> <p>Follow up with those who could not attend or with those who have requested more information</p>	<ul style="list-style-type: none"> > Via personal phone call, handwritten thank you note, letter, e-mail, letter to the editor, exterior signage, social media, as appropriate > Fulfill any special requests (e.g., event photos via e-mail; more information about your Parents as Teachers program; testimonials, etc.) 		
Week after event	<p>Formal debriefing</p> <p>Follow up with Parents as Teachers National Center</p>	<ul style="list-style-type: none"> > Meet with committee; solicit feedback from volunteers; assess what worked and what didn't > Tie up loose ends; document event in files (paper and electronic) > Send event report via e-mail to: Heather.Bell@ParentsAsTeachers.org. 		

FINDING A VENUE



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Finding a Venue

One of your first steps is finding a venue. Here are some tips and recommendations.

Before you begin looking for a location, consider the following questions:

- > Will your event be open to all families or just Parents as Teachers families?
- > Do you need space for booths?
- > Are there appropriate places for reading stations or how easy would it be to create them?
- > Will this be a free community event or is there a fee to participate?
- > How many people are you expecting (families, sponsors and event staff)?
- > Will any exhibitors need extra space? The YMCA, for example, may need an activity/play area for children along with tables for information.
- > What time is your event? Will you expect attendees to be there the whole time, or will they be able to come and go at different times?
- > Will your event be indoors or outside?
- > How will adverse weather affect your event plans?
- > Where have other similar events been held?
- > Do you have any contacts at event venues?
- > Do you need permits for the event space?
- > Does your program have relationships with people or organizations that could give you access to suitable venues? For example, your high school might let you use the sports fields or the gymnasium for little or no charge.

Once you have a general idea of what your event looks like, ask about these things at each venue you're considering:

- > Is it available?
- > How much will it cost? What does this price include? Make sure the venue knows your program is a nonprofit and what it does; some venues have special prices for nonprofits.
- > What is the size of the venue?
- > How many people can it hold?
- > How many booths (and of what size) can it hold?
- > Does the venue provide booths or tables? What is included and what is additional? Are you required to use the booth service offered by the venue? Others might be cheaper, but remember to also think about convenience.



Finding a Venue

(continued)

- > What's required to book your event – a deposit or contract? What is the payment schedule?
- > Is there enough parking to accommodate the number of attendees you anticipate?
- > Does the venue provide security and/or EMTs?
- > Is there a concession stand? Would it be open during your event? Do you have to pay a fee to have it open? Will they donate proceeds (or a portion) to your program? What about a donation jar at the concession stand? Is there a limitation on other foods/refreshments being brought in?
- > Is the venue easy to work with?
- > Is there a sound system in place? How will you communicate here?

Types of places to consider:

- > Parks
- > Tracks or sports fields (school or city-run)
- > Outdoor fitness areas or trails
- > Convention centers or banquet halls
- > Arenas
- > School gyms
- > Parking lot
- > Let your imagination run wild with the planning!

You'll need to confirm your reservation for a venue or get event permits as early as possible. So once you're satisfied that you've found the most suitable location available, book it.

RECRUITING SPONSORS AND EXHIBITORS



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Recruiting Sponsors and Exhibitors

There are many ways to generate financial and in-kind support for your event!

- > **Talk to local grocery stores and restaurants.** Local business owners are often willing to donate in-kind services or gift certificates as prizes, or to promote your event because you share a similar audience. Depending on your event layout, ask them to host a booth with post-roll snacks (e.g., orange slices, water).
- > **Look for local activity centers that focus on young children.** They might be willing to have a booth, donate items for a raffle, or give coupons to your attendees. Remember, you're helping them to connect with your audience and grow their client base
- > **Find a radio station geared toward young people or families.** Not only can they promote your event on the air, they can emcee your event as well. They also may be able to broadcast live from your event, and they often bring giveaways.
- > **Talk to your local hardware/home improvement store.** Ask if they'd be willing to do a children's workshop at the event. They'll bring the kits, supplies and instructors ... all you need is children! Ask early because they may want a written request or need to clear it through corporate channels. Many stores offer their services as a free outreach to the community.
- > **Contact area fire and police stations.** See if they'd be willing to bring a truck for the children to explore, personnel for the children to talk to, or information for parents on important topics, such as home safety or "stranger danger." Depending on how your event is laid out, you could ask if one of their personnel would be interested in reading a book to the children. Many fire/police departments also offer safety demonstrations (child finger printing, car seat installation checks or bike helmet inspections) – don't forget to ask!
- > **Libraries.** As an alternative to a paid sponsorship, consider teaming up with your local library to host a book booth, including providing information on their children's programs or even holding a used book sale.
- > **Chamber of Commerce.** Get the business community involved in reaching out to their current customers (parents) and their future customers (children). Several businesses that are Chamber members can funnel information on their services or products, or offer coupons through one booth. The Chamber can hand out a list of member businesses to parents.
- > **Local healthcare professionals.** Hospitals, clinics, family/pediatric practices, or dentists often have small child-friendly items to give away. Some offer hands-on activities (such as letting children use stethoscopes to listen to their hearts), or quick health/fitness screenings or information.
- > **Local banks or credit unions.** Banks and credit unions can offer information about saving for a child's education or smart family budgeting/financial planning ideas.
- > **Local churches.** Churches are a great way to get volunteers – and it would be a win for everyone if, in exchange for providing volunteers, they received a free booth at your event.



Recruiting Sponsors and Exhibitors

(continued)

Don't forget: THANK SPONSORS REGULARLY, and deliver on what you say. If you have sponsors, businesses that have booths, or someone who donates gifts, coupons or time – thank them.

- > Make sure your attendees know who those generous organizations and individuals are – add their names to signs (use their logos, if possible) and thank them during event announcements before and during the event.
- > Thank sponsors personally, at the event, and after the event.
- > If you put your sponsors' logos on anything you are handing out (such as a t-shirt) make sure to give one to each sponsor. If that can't happen, take a picture of children wearing the t-shirt and send that along with your thank you note after the event. Remember, this isn't just about a successful one-time event – you want to build partners in your community.

SAMPLE LETTER TO BUSINESSES



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Sample Letter to Businesses

Download a copy of a sample business letter for you to edit on our *Roll and Read Toolkit* site: www.parentsasteachers.org/about/302

Date



Name of local business,

We'll be packing the kids in the stroller and rolling on over to the name of local program *Roll and Read – Powered by Parents as Teachers*. On [your event date], from beginning time to ending time, at location of event we will walk, bike, skate, push a stroller or pull a wagon for a mile describe course – e.g., from the Richmond Heights School to the fire station, Hess Park and back to help support name a goal. The party is open to families with children of all ages, not just those enrolled in Parents as Teachers programs.

But we can't do it alone! Your support will help our Roll and Read event and the important work name of local program does every day to help parents and families in our community.

The following sponsorship options are available:

- Describe sponsorship level 1 – e.g., booth space. What they get with the booth, what they get as a company (logo recognition, day of event mentions, etc.) – PRICE
- Describe sponsorship level 2 – e.g., donation of product – how many you need, what they get as a company (logo recognition, day of event mentions, etc.) – PRICE

Roll and Read is designed to be educational and full of fun for families with children of all ages. We're planning to have: list your highlighted activities (examples: local weatherman Chuck Henley will read to children, fire truck with officers on hand to discuss fire safety, local activity center demonstrating activities parents can do at home to stay fit with their children, hospital handing out healthy snacks samples and recipes, etc.) Additionally, trained staff will be on hand to discuss child development and answer other related questions parents may have.

Our local Roll and Read event is part of a national effort that will be one of several events being held throughout the U.S. that focuses on two important goals for families – early literacy and physical well-being. Our name of your specific program has been serving families for XX years. It's an important part of the Parents as Teachers network supporting hundreds of thousands of families through a proven parent education model featuring personal in-home visits with parents and children.

Please be part of this national celebration and consider becoming a sponsor for our local event in name of city on [your event date]! Call name of contact at phone number, or e-mail at email@address.org. Your investment in our families and children is important, and we look forward to working with you.

Sincerely,

Contact name

Contact information

WORKING WITH MEDIA OVERVIEW



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Working with Media

Do you need media attention?

If your *Roll and Read* is designed as a fundraiser or community awareness event, you'll want to make sure to include media coverage as an important part of your event—it gives you the power to tell your success story to a broad audience. If your event goals focus on increasing knowledge and support for early childhood education among business leaders, or as a group connection, then media coverage is less critical.

In seeking general media coverage (radio, newspaper, television), consider this:

What's your “news hook?”

The media will cover events that they consider of interest to their readers, listeners or viewers. Having a local celebrity or elected official to speak or be a book reader at your event qualifies as a “news hook.” Other “hooks” may be a new type of event in your community or a first-time event for your organization. Tying your event into the opening of a new facility or offering a screening tied to a national health concern in your area is also appealing. Having good visuals also helps – such as numerous activities, booths or attendees of all ages.

Once you determine your news hook, refer to the *Event Planning Timeline* (p.7) for a step-by-step outline describing when you should:

- > Build your list of local media
- > Contact media (news release, media alert, phone calls)
- > Follow up with media

This planning timeline also outlines step-by-step planning tasks and messaging tools you can customize for promotion to both the media and the general public.

If you're successful in securing an interview, these tips will guide you in working effectively with the media:

Print/online (Newspapers, local bloggers, etc.)

- > Interviews with print outlets usually allow you more time to provide more information and details in your conversation, but always speak simply and clearly.
- > If you inadvertently give incorrect information, correct yourself as soon as you recognize an error. If the reporter assumes incorrect information, provide the correct answer promptly and politely.
- > If you tell the reporter you'll get back to him/her with additional information, confirm the reporter's deadline and make sure to follow up in a timely manner.



Television

- > Know whether the interview is live or taped. (If it is taped, you can ask to restate your answer to a question, if you make a mistake. If it's live, you cannot.)
- > Speak clearly and try not to rush your words. Make your answers concise and straightforward – think about speaking in simple, short sentences and don't try to put lots of facts into one statement.
- > If standing, hold arms at sides and gesture naturally, but not expansively.
- > Look at the reporter, not the camera (unless told otherwise), and do not take the microphone from the reporter or camera operator.
- > Your posture and expression should match your words to convey excitement and enthusiasm. Smiling is appropriate when talking about positive events; a calm, but not somber, facial expression is fine for serious issues.
- > Avoid nervous behaviors, such as tapping your foot or fingers, or brushing back hair or pushing up glasses.
- > Dress simply; avoid “loud” prints or stripes, or clothing that is all black or white, which do not show up well on camera. With jewelry, less is more.

Radio

- > Know whether the interview is live or taped. If it taped, you can ask to restate your answer to a question, if you make a mistake. If it's live, you cannot.
- > Know whether the interview is for “hard” news or a talk show or feature format. A hard news interview will likely be shorter; an interview for a talk show or feature will likely be longer and give you more time to provide details to the audience.
- > If the interview is live, know whether listeners will be able to call in to ask questions. Ask how long the interview segment will be. A two-three minute interview will give you a very short time to get your most important messages out; an interview that's 10 minutes or longer means the media person will ask you a wider variety of questions.
- > If the interview will be by telephone, stand up while you're talking to sound more energetic.



Social Media Overview

Below are some social media tips and examples for your event. Feel free to customize and modify as needed, or develop your own posts.

Begin your campaign with broad, high-level messaging about *Roll and Read – Powered by Parents as Teachers*. As the day draws closer, become more detailed in your posts, for instance tell stories about local families and your program, and include specific action steps (e.g. sign up now, call this number to donate a prize).

Social Media Tips

- > Build awareness – and your network – for the long term. Use your existing social profiles on Facebook, Twitter, Pinterest, Instagram, etc., instead of creating new ones for the event. That helps link the event to your program.
- > Use the talking points provided in this toolkit to create posts to your social media networks. Modify as necessary.
- > Try to create a status update or tweet every few days early in your messaging campaign and increase the frequency as the event draws closer.
- > Balance text and visual posts or links (posts with photos are seen 70% more than text on Facebook!).
- > Highlight different aspects of your event – talk about community partners in one post, or thank a certain donor in one tweet, link to a story and photo about your program on Instagram, push people back to your program's website on another post. This shows your event and your program is connected to many different aspects of your community.
- > Provide more detailed information on your website or blog. Keep the information succinct for your shorter online posts and tweets, with links to your social media platforms.
- > Use photo/video posts that mention partners and feature local leaders/celebrities. Encourage them offline to share your posts, tweets and website information with their own social media networks.
- > Don't be afraid to highlight a few of your program's past accomplishments along the way – it lets the world know you've been having an impact and are a worthwhile and credible program.



Social Media Overview

(continued)

Suggested text for website page

[Add *Roll and Read* logo provided in this toolkit]

Pack the kids in the stroller and roll on over for [name of program] *Roll and Read – Powered by Parents as Teachers*. Together we will walk, bike, skate, push a stroller or pull a wagon over a one-mile course – and take breaks along the way to read together. Meet us at [name of venue] on [date of event] at [time of event] to join in the fun! Roll on!

For more information, [insert information about who to contact and how – e-mail, phone].

[NOTE: You should also include information about any other aspects of your specific event, such as sponsors, exhibit booths, stroller decoration, other activities, if the event is open to all families or just Parents as Teachers families, speakers, or if families should register in advance.]

Suggested Facebook post

Pack the kids in the stroller and roll on over for [name of program] *Roll and Read – Powered by Parents as Teachers*, [date of event], at [time of event], at [name of venue]. Don't miss out on this fun event combining literacy and physical fitness. Come join the fun and roll on! [telephone or e-mail] for more info.

[Add *Roll and Read* logo provided in this toolkit]

[NOTE: If you don't have actual program photos to use with your Facebook post, stock photos can be found on Flickr.com, searching under "Creative Commons." Be sure to check the "Find content to use commercially" box first.]

Suggested Tweets

Save the date! [name of program] holds *Roll and Read* [date] at [venue]. Pack the kids in the stroller and roll on! #RollandRead2015

Bring the family to *Roll and Read*! Join us [date] at [name of venue] to get our children's minds and bodies fit! Roll on! #RollandRead2015

[Date] is our *Roll and Read* event – promoting early literacy and healthy families here in [name of community]. Join the fun and roll on! #RollandRead2015

SAMPLE PRESS RELEASE



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Sample Press Release

Download a copy of a sample press release for you to edit on our *Roll and Read Toolkit* site: www.parentsasteachers.org/about/302

[Your program's logo]



FOR MORE INFORMATION, CONTACT:

Contact Person
Phone number
E-mail

FOR IMMEDIATE RELEASE

ROLL AND READ ROLLS OVER FOR FUN

All local families are invited to join in on the fun! (EDIT AS NEEDED)

CITY (Date) – Pack the kids in the stroller and roll on over to the **name of local program** *Roll and Read – Powered by Parents as Teachers*. The focus is on physical well-being and early literacy on **[your event date]** from **beginning time** to **ending time**, at **location of event**.

Parents and children can walk, bike, skate, push a stroller or pull a wagon for a mile **describe course** – e.g., from the Richmond Heights School to the fire station, Hess Park and back, as well as enjoy select children's books at points along the way. The party is open to families with children of all ages, not just those participating in Parents as Teachers programs.

Roll and Read will offer fun and educational activities for families with children of all ages. This will include **list your highlight activities** (examples – local weatherman Chuck Henley will read to children, fire truck with officers on hand to discuss fire safety, local activity center demonstrating activities parents can do at home to stay fit with their children, hospital handing out healthy snacks samples and recipes, etc.) Additionally, trained staff will be on hand to discuss child development, suggest appropriate children's books and answer other related questions parents may have.

Insert quote about local event here.

The **name of your community** or program event is one of several being held in communities across the United States in September. Parents as Teachers provides curriculum and training to support families with children from pregnancy through kindergarten. **In name of your community**, the name of your program has been serving families since **year/date**.

For more information about the Parents as Teachers, visit www.ParentsAsTeachers.org. For more information about **name of your program**, visit **website info**.

###

ROLL AND READ LOGO



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Roll and Read Logos



Four-color version

PMS colors:

PMS 2597 purple
PMS 716 orange
PMS 301 blue
PMS 390 lime

RGB colors:

purple R-88; G-15; B-139
orange R-240; G-123; B-5
blue R-0; G-81; B-149
lime R-181; G-191; B-0

hex# colors:

purple 580f8b
orange f07b05
blue 005195
lime b5bf00



One-color version

black

Use these two logos together for your 2015 *Roll & Read* event. For all logo files or questions about logo usage, please contact Madeline.Haraway@ParentsAsTeachers.org.

DOs

- Reproduce both logos together for your *Roll and Read* event in color OR in black and white – never one in color and one in black and white.
- Please keep the size of both logos proportionally consistent and never show one logo larger or smaller than the other.

DON'Ts

- Do not reproduce the above logos in colors other than those specified in this document.
- Never place these two logos on a patterned background which impairs readability. If the background color is too dark, select a lighter color.
- Never stretch the logos or squeeze the logos to distort proportions.
- Do not reproduce these logos in colors other than those specified in this document.
- Don't outline the logos in any colors, add drop shadows, or glow effects to either logo.
- Don't change logo orientation or crop them in any way.
- Don't recreate elements of either logo or replace with something else.



ROLL and READ – Powered by

Parents as Teachers®

TIPS TO CONSIDER



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Tips to Consider

Consider these important things as you plan your *Roll and Read*:

- ✓ Taking out event insurance.
- ✓ With many small children participating, it is easy for someone to get lost. Be sure you have a plan in place to help these children reunite with their families. Consider other safety issues, such as traffic, parking, food, and weather (especially heat-related).
- ✓ If you are planning on a very small budget, recruit your parent educators to do educational activities and screenings with children.
- ✓ A photo and liability release form is very important if you want to use images you've gathered later. Set up a table at the door/entrance so parents can sign a release form as soon as they enter – it's an easy way to ensure you catch everyone. Make the children feel special by offering them a hand stamp or event sticker as their "entrance pass" once their parent has signed the release.
- ✓ Be sure to gather stories from your attendees – they are a great way to promote your program to potential consumers and donors. If possible, take videos at your Roll and Read. Use a digital camera, video recorder, or even a smartphone! After the event, share it on your Facebook page, tweet about it, create a Vine or Instagram. And don't forget to also share your stories, pictures and videos with the Parents as Teachers national office, by e-mailing them to Heather.Bell@ParentsAsTeachers.org.