

From One Child to Another®

Tips and Checklist

First Steps:

- Start by choosing a date and reserving a gym, school, church, library,
or other location.

Ask a local school, church, library, or YMCA.

- Send us your information.

Send us your event details so we may assist you in your event.

- Promote your event and begin sign ups as soon as possible.

Send promotional emails (included in this packet) to your group.

Include a donation form for non-credit card donations and the website www.UTOL.org for credit card donations. Post your event on Facebook as well. You may use the promotional DVD included in this packet to help promote your event. The DVD may be reproduced as needed. *The promotional materials and DVD will be available November of 2012.

They will be sent to all schools that sign up to participate in this project.

- Encourage participants to send out promotional emails and Facebook posts to family and friends.

Again, we recommend participants to include the donation form.

Event Planning:

- Ensure there are extra books for different age groups in case participants forget to bring some books.
- Begin a list of volunteers for the day of the event.

We recommend at least 2 volunteers per 20 elementary age children. If you are offering preschool age, which is nice to have for volunteers who have preschoolers, we recommend 2 volunteers per 10 children. Additional volunteers can be used for check-in, game time, snack/lunch duty, volunteer break room, and video or picture taking.
- Tell local businesses about the event.

Local businesses will want to be involved. Ask if they would be willing to provide gift certificates or other giveaways for your participants. Also, ask if they would be willing to donate coffee, lunch, snacks, signs, etc.
- Tell local entertainment places.

We have found that entertainment places like pizza places want to show their support by offering a free day at their business for all participants. If there is a game room, ask for a donation for each participant to play during their free time there.
- Send out a press release and be prepared for press inquiries.

We have provided a sample press release in the Host Packet. You can edit the information to reflect your event. The press is normally very interested if there are children involved. This is a great asset for raising the awareness of children orphaned across the world. Have a person designated to greet the press and answer any questions.
- Plan day of event details.

Plan your timeline (there is one included in this packet), who will be kicking off your event, etc. Have a video camera and digital camera available.

At least 4 weeks prior to your event:

- Send us your t-shirt order if you would like to order t-shirts for your participants.

The order form is included in our host packet.

Planning Timeline

AS SOON AS POSSIBLE:

- Choose date and reserve a gym, library, school or other location
- Send your event details: date, time, location, to Skleininger@yahoo.com.
- Promote the event to individuals, church groups, MOPS groups, community service organizations, Bible Studies and schools to initiate sign-ups.

3 MONTHS BEFORE THE EVENT:

- Confirm location
- Begin sign-ups for volunteers
 - Look into a guest speaker to come and talk about Africa. This could be a missionary, a youth group coming back from a mission trip, or someone who has researched Africa, etc... Other volunteers will be needed for room monitors, registration, set-up and clean-up, games and food.
- Talk with local businesses about donations
- Send a letter to your local entertainment place

1 MONTH BEFORE THE EVENT:

- SEND T-SHIRT ORDER TO Skleininger@yahoo.com
- Write a press release (Reference sample Media Release in host packet)
- Gather a list of local media (TV, Print, and Radio) contact numbers and email addresses.
- Plan activities for day of the event (Included in packet)
- Send email reminder to all participants with event details. (Ask participants to resend promotional emails, as most donors give within 30 days of the event.)
- Confirm volunteers

WEEK BEFORE THE EVENT:

- Send out press release
- Email or call participants with event details. Remind them to bring their books and sleeping bags, etc., if desired.
- Confirm donation of lunch and snacks from local businesses

WEEK OF EVENT:

- Call local media to follow up on press release
- Determine room layout or room assignments
- Determine assignments for volunteers
- Print participant check-in list if desired
- Copy tally sheets for participants
- Gather supplies: clipboards, pens, chairs, plates, cups, napkins, registration forms (including registration policy form), money bag, snacks for participants and volunteers, coffee for volunteers, timeline

copies for all rooms and registration table, and games supplies. We recommend bubbles, coloring books, and crayons for preschoolers, and relay games for older children.

MORNING OF EVENT:

- Set up location:
 1. Hang banners up if desired
 2. Place clipboard, tally sheet, and pen at each age group
 3. Set up volunteer lounge with coffee, and snacks
 4. Set up food, water station, and game station
 5. Set up anything needed if you have a speaker coming in to talk about Africa.
- Organize Check In:
 1. Have check-in list for participants with room assignment and t-shirt size if desired
 2. Have check-in list for volunteers with their roles
 3. Have t-shirts available
 4. Be prepared to receive day of event donations

DURING EVENT:

- Take plenty of video and still pictures
- Encourage participants by passing out freebies, candy, and counting
the number of pages read, etc...
- Remember the most important thing is to have fun!

POST EVENT:

- Send email to Skleininger@yahoo.com to tell us about your event.
- Send all donations to:

From One Child to Another
459 Harvest Creek Ln
Boerne, Texas 78006

We hope these tips give you a general idea of what is needed to organize and host a From One Child to Another Read-a-thon. We've also included a more detailed Read-a-thon checklist to help with the process. Please let us know if there is anything we can do to assist you. We appreciate all you will do to make this event a success. For questions or more information, please email Shantel Leininger at Skleininger@yahoo.com.