



## HOW TO PLAN A TAKE 25 EVENT

As you begin planning, consider these important steps:

### 1. Choose an event to host

- a. Town Hall Meeting or Press Conference
- b. School Safety Presentation or child ID event
- c. Distribute materials

### 2. Secure the support of local organizations and agencies

- a. Invite representatives from the nonprofit, corporate, and governmental sectors, media and faith-based organizations to participate in the planning
- b. Divide responsibilities among media outreach, event planning, and programmatic details
- c. Develop a timeline that will guide you in the planning process

### 3. Approach your local law enforcement agency and/or fire department

- a. Many law enforcement agencies have organized child identification and community events in the past and may be good resources when planning your event
- b. Approach each department with your event plans and ask to speak to the community outreach representative
  - i. Many law enforcement agencies have designated persons or departments assigned to community outreach and may be able to assist you with securing an event location, community involvement, sponsorship, and media engagement
- c. Remember to contact these partners at least 60 days prior to your event

### 4. Develop an event strategy

- a. What are your goals for the event?
- b. What local programs and resources already exist that help address this issue?
- c. How is the issue of missing and exploited children relevant to your local community?
- d. Based on your goals and existing programs, what other resources does the community need?
- e. What are the local and national statistics involving missing or exploited children?\*

### 5. Identify local contacts

- a. Include potential speakers, elected and appointed officials, volunteers, media contacts, and any other community members whose support could be valuable
- b. Remember to include your local contacts in the planning and execution stages of your events

### 6. Determine a location

- a. Where will you host the event?
- b. What date and time of day will allow for maximum participation?
- c. How many children and families do you expect to attend?
- d. What materials will you distribute to attendees?
- e. Is your venue easily accessible with parking or public transportation and will it comfortably hold the expected number of attendees?
- f. Do you have a back-up plan in preparation for inclement weather?



## HOW TO PLAN A TAKE 25 EVENT (cont.)

### 7. Engage your community—make sure they know about it!

- a. Network with existing local organizations
- b. Secure support by making presentations to local service clubs (e.g., Kiwanis, Optimists, Elks, or Lions), Chambers of Commerce, and local faith-based communities and organizations
- c. Talk to faculty members and staff persons at your local colleges and universities and encourage their participation in planning and hosting of events
- d. Reach out to your local school system and parent organization(s) to request that they notify parents and guardians about events in the community
- e. Recruit volunteers as needed to support the event

### 8. Develop a media strategy

- a. Develop a list of media representatives to invite to attend the event, including television and radio stations, newspapers, magazines, and local websites
- b. Invite your local cable access channel, Public Broadcasting and Spanish-language stations, and ask your community newspaper to post a meeting notice
- c. Have someone videotape and/or photograph the event for later use
- d. Distribute a press release and media advisory and send to local media outlets, along with an invitation to the event
- e. Distribute media kits with personalized press releases to provide to media attending your event, and offer to send a follow-up press release with pictures to those who cannot attend
- f. Designate a spokesperson for the event to help ensure consistency in your message

### 9. Work out last-minute details

- a. **Participant Questions** – Provide each volunteer with Take 25 talking points\* for their reference
- b. **Participant Comfort** – Plan to meet your participants' needs and ensure their comfort while attending the event. Make sure that drinking water and restrooms are accessible
- c. **Children's Entertainment** – If you are expecting a large crowd, consider entertainment for the children who are waiting in line. Face-painting, costumed characters, safety talks, law-enforcement demonstrations, and storytelling are all fun ways to keep kids engaged!

### 10. Follow up with supporters to ensure a positive and continuous relationship

### 11. Develop a plan for your next community activity

Keep the issue of children's safety at the forefront of community members' minds. Remember, an estimated 2,200 children are reported missing to law enforcement each day. Your work to bring attention to the issues surrounding missing and exploited children is critical in helping all children have the opportunity to grow up safely.

\*Additional statistics can be found at [www.missingkids.com](http://www.missingkids.com)