



Foundation Community Event Toolkit

As you prepare for an event, review the following topics/questions:

- Purpose of the event/Call to action
- Who needs to be notified there is an event taking place? Notify appropriate PPD Staff so event can be placed on main calendar for the park.
- Is a PPD or any other agency permit needed for use of the venue? Alcohol license/permit necessary?
- Have you followed the brand guidelines?
- Do you need supplies for the event?
- Are volunteers needed for this event?
- Would it make sense to have Owlbert at the event?
- Should PPD Staff or Commissioners attend the event?

Event purpose:

Each event can serve a purpose. Whether you are focusing on friend-raising, contact collection, Wild Hikes promotions, or something else – make sure you review your plans with those topics in mind. Always refer back to the CALL TO ACTION for this event.

No matter what the purpose of the event, you can always do the following:

- Encourage newsletter sign ups – use paper sign-up or electronic (QR Code)
- Talk about Wild Hikes Challenge (have forms on hand to distribute)

What to promote/talk about at an event:

As you engage with the public, you will certainly talk about a variety of topics. Try to insert opportunities to educate the public on the following information when talking about the Portage Park District.

- **Park Mission:** Our mission is to conserve Portage County's natural heritage and provide opportunities for its appreciation and enjoyment.
- **Where to get information on events and programs:** portageparkdistrict.org is the best source of up to date information for a park user. Of course, we are also on social media platforms.
- **Encourage newsletter sign-ups:** by signing up for the newsletter, park patrons will receive a monthly email about park improvements, alerts on park activities, programming and more.
- **Encourage support of the Foundation and becoming a member**

For more conversation starters review our website for programming information to share and other timely park news.

FAQs and Quick Reference Guide

Familiarize yourself to the FAQ and Quick Reference provided by the PPD Engagement Team to learn about how the park handles certain requests like permits or volunteer groups. This document is meant to assist you in getting to know the Portage Park District and our frequent topics of discussion.

Preparing for the Event – Branding and Promotion

Branding: Make sure our Brand guidelines are followed in all communications (see PPD Brand Manual). The Engagement Team can assist with branding questions.

Event partners: will also need to abide by brand guidelines to keep consistency. PPD Brand Guide for Organizations (this is a shortened version of our guide specific to outside entities) can be shared with a partner when needed.

Materials should include contact information for the Foundation/Park District, at a minimum the website address – portageparkdistrict.org

Promotion: When promoting your event, think about the audience and where they will see the information.

- Always prepare event information for the PPD newsletter
- Does the PPD website need to be updated for this event?
- Should there be a press release?
- Should we promote on social media?

Event materials packing:

PPD Staff can assist in prepping materials for an event when needed. Materials should reflect the type of event, and not overshadow the CALL TO ACTION. Start small with basic needs, and add materials based on the expected audience and attendance.

Basic materials:

- PPD Brochure (large brochure with full county map inside)
- PPDF Brochure
- Newsletter Sign Ups (paper and electronic)
- Wild Hikes Challenge Forms
- Logo tablecloth, pull up banner (we have a large and small), tent if needed, tables if needed, table décor (turtle, frogs, faux pelts, etc.), pens, sanitizer

Other materials to consider:

- PPDF items to sell: posters, postcards, magnets, other items
- PPDF items to give away: stickers, license plate covers, other items
- Individual park maps (consider when holding event near or at a specific location such as the PORTAGE Hike and Bike Trail)
- Children's activities options: sensory bin, stamp critters, memory game
- Larger animal display(s)

- Portable microphone

Volunteer needs

Some events require volunteer help from PPD volunteer pool. If you need volunteers, reach out to PPD Engagement Team for assistance.