GET READY! Follow these steps to make any People Make Parks event you do a success.

BEGIN PLANNING: AT LEAST 3 MONTHS BEFORE
- Work with your Park Manager and Outreach (OC) or Catalyst (CC) Coordinator to choose a date for your event. If possible, learn what other events are happening in your community during that same time, so as not to compete for people’s attention.
- Apply for your Special Events permit (https://nyceventpermits.nyc.gov/Parks/) if the event will take place in the park.
- Confirm your goals for the event and decide what activities you’ll do.
- Consider assigning group members to the following roles or committees: Community Outreach, Press and Public Relations, Event Logistics (Technical Requirements, Supplies), Event Hosting (Volunteer Coordination, Day-of-Needs).

ORGANIZE: AT LEAST 2-2 ½ MONTHS BEFORE
- Create an event budget and discuss how you’ll raise funds.
- Decide what supplies you’ll need and brainstorm potential sources.
- Discuss who you want to attend the event and what strategies you’ll use to reach them.
- Find other community partners who can help organize, outreach, and/or assist with the event.

OUTREACH: ONE MONTH BEFORE
- Draft outreach materials. See our best practices checklist for poster/flyer design.
- Look for translators who can assist non-English speakers and/or translate signs and directions into languages relevant to your community.
- Begin fundraising activities.
- Contact your OC or CC and the Park Manager so they can further support your event planning.
- Send outreach materials (posters, flyers, postcards) to a printer or print yourself.
- Send a “Save the Date” email announcement to your community partners and ask them to forward to their contacts.

PREP FOR THE EVENT: 2-3 WEEKS BEFORE
- Buy general supplies for the event and/or request Park supplies from your OC or CC.
- Confirm your translator (if needed) and meet to discuss his or her responsibilities.
- If needed, apply for sound permit from your local police precinct; this can only be done after your special events permit is approved.
- Host a practice run of the event with your OC or CC, your Park Manager, and a few friends or community partners to identify potential problems. Make changes as needed.
- Organize day-of materials.
- Start community outreach and public relations.

Make sure to Discuss details for the day-of the event such as:
- > WHO will be at an information table to handle sign-in and comments.
- > WHAT will you say if people have questions about the capital project, your group, or the purpose of the event.
- > HOW will you handle challenging situations that arise (e.g., people who are confused or have questions about the event, people who disagree with the project or goals)
ALMOST THERE: DURING THE LAST WEEK

• Review last-minute details and buy final supplies such as water, snacks, etc.
• Do final online, press, and community outreach to strengthen attendance.
• Transport materials to the location (day before or morning of).

GO! Host the event!

• Set up information table, chairs, and event-related support materials.
• Hang posters or signs in locations where they can be seen.
• Have ready your sign-in sheet and pens for when people arrive.
• Check-in with the translator to confirm his/her role and responsibilities and answer last-minute questions.
• Take photographs throughout the day to document the event.
• After the event is over, pack up materials and clean up trash.
• Collect sign-in sheets and related materials for later review.

RUN WITH IT! Report and share your findings.

DEBRIEF: WITHIN 1-2 WEEKS

• Meet as a group to review and discuss the event and how it went.
• Choose a few group members who will review the activity results in more detail.
• Select a date to meet again to discuss the activity results with the entire group.

ANALYZE AND DOCUMENT: WITHIN 1-2 MONTHS

• Meet to review the activity results and discuss how they can be documented in a summary report.
• Draft a summary report based on these findings.

SHARE WITH OTHERS: WITHIN 2-3 MONTHS

• Meet as a group to review the draft report.
• Show the draft report to your OC or CC to get feedback.
• Edit the report as needed until it’s ready to show to others.
• Work with your OC or CC to arrange a meeting to share the report with Parks Department representatives.
• Arrange a meeting to share the report with your community.

SUMMARY REPORTS

A summary report may include:

> How many people attended the event and participated in each activity
> Information describing the participants for each activity such as (Number of adults vs. children; number of men vs. women; number of people by zip code; number of people by age)
> Charts, columns, graphs, or images that document in visual form the results of each activity
> Event photographs,
> Historical images and/or maps of the park.
### Working with your Partnerships for Parks Outreach Coordinator (O.C.) is the best way to make sure your event runs smoothly!

**SAMPLE TIMELINE**

#### Planning a Community Visioning Event

<table>
<thead>
<tr>
<th>PLAN</th>
<th>ORGANIZE</th>
<th>OUTREACH</th>
<th>PREPARE</th>
<th>PREPARE</th>
<th>ALMOST THERE</th>
<th>DEBRIEF</th>
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<tbody>
<tr>
<td>Apply for Special Events permit if event is in the park.</td>
<td>Confirm event with Park Mgr. + Borough.</td>
<td>Decide on budget + supplies needed.</td>
<td>Reach out to potential translators.</td>
<td>Check in again with your O.C. and the Park Manager.</td>
<td>Do an event run-through to work out potential problems.</td>
<td>Host Event!</td>
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<td>Confirm goals + tools you’ll use.</td>
<td>Identify community partners to help with the event.</td>
<td>Discuss who in the community to invite.</td>
<td>Purchase tool supplies if needed.</td>
<td>Send “Save the Date” announcement to local groups.</td>
<td>Confirm translator and discuss details of their responsibilities.</td>
<td>Discuss event, review findings, and share your results with Parks and the community.</td>
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<td>Confirm event location, date + time.</td>
<td>Start fundraising plan.</td>
<td>Draft press release and outreach materials (flyers/ posters).</td>
<td>Send outreach materials to printer.</td>
<td>If needed, apply for sound permit once special event permit is approved.</td>
<td>Send press release to newspapers + blogs.</td>
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<td>3 MONTHS BEFORE</td>
<td>2-1/2 TO 2 MONTHS BEFORE</td>
<td>1-1/2 MONTHS BEFORE</td>
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<td>3 WEEKS BEFORE</td>
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<td>This is a sample timeline. Depending on group size, budget, number of tools used, and community, the timeline may vary.</td>
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