

JUST FOR THE FUN OF IT!

June is Recreation Month



How to Get Your Community Involved in Celebrating June is Recreation Month

It's time to celebrate June is Recreation Month 2010. If you are a person that works with a not-for-profit organization or a corporate business it may be hard coming up with ideas to get started. Here are some ideas to help you promote June is Recreation Month in your area.

As an organization:

- Participate in events that are happening in your community to celebrate the month
- Promote June is Recreation Month in your area by using logos and other promotional materials you can receive from Recreation Newfoundland and Labrador (RNL)
- Have a celebratory event or activity and invite the community and staff members or go into a nearby school. This would be a good way to get the media involved in promoting the campaign. At this event sign the Proclamation.

As a business:

- Be a sponsor at one of your communities events or activities
- Promote the activities that your community is organizing to your customers by having a community event billboard promoting June is Recreation Month and other recreational events
- Try to get other businesses in your community involved

Activity Ideas to get everyone started:

- Insert an event calendar of June into your communities newspaper
- Promote the "Just For the Fun of It" theme to your summer camps and sports camps
- Encourage physical activity and participation by challenging your community to participate in the Small Steps... Big Results Physical Activity Campaign
www.recreationnl.com/smallstepsbigresults
- Have a RNL Physical Activity information session in your community. Contact RNL for more details
- Promote physical activity by partnering with a local recreation facility and offer free swims, or a social event etc. to the residents of your community.



How to Plan a Community Event

Getting started may not be as hard as you thought. Here are some great and easy steps to take when trying to plan a community event.

Step 1: Brainstorm

This is a great time to receive friends and colleagues ideas and opinions on what would work great for your community. Some examples of a community event could be a picnic, community walk, community clean up day, community scavenger hunt, or a community BBQ.

Step 2: Form an Event Planning Team

It takes a lot of time and energy to plan a successful event. Try to engage energetic and enthusiastic people to help share the tasks to help organize these events. People will have different skills so try to assign them to the task best suited for their strengths.

Step 3: Plan the Event

When planning the event you and your event team should consider the 5 w's of planning. The who, what, when, where and why.

- ❖ Who- Who do you plan to have attend your event? Who are the target audience that you wish to have this event for?
- ❖ What- What type of event have you decided to host?
- ❖ When- When will you have this special event? Make sure to schedule the event for the time of day that would be best suited for your target audience.
- ❖ Where- Where would you like to host the event maybe the local park, lake or community centre?
- ❖ Why- why have you decided to have this special event?

Step 4: Set Goals

Have realistic goals for an event. It is important to determine the amount of money that will be spent on this event. To cut down on costs if you are planning a barbeque or a picnic you can approach a local grocery store and ask them if they would like to sponsor the event. Be sure to keep track of expenses at all times.

Step 5: Get the Word Out

It is important to get the word out about your event as much as possible. This can be done by developing posters, putting up flyers around the community, contacting the newspapers to put an ad in, sending out emails, and also the word of mouth can be great. The promotional piece is what can make your event a huge success.

Step 6: Get Volunteers

Getting volunteers is another important aspect. You will need help at any event such as someone to cook hamburgers and hotdogs at a community BBQ. Getting volunteers may turn into a hard task, so have someone within your committee to be in charge of finding volunteers. Sometimes the best volunteers are your family and friends.

Step 7: Event Day!

Thank everyone that helped make your event a success and don't forget to celebrate your accomplishments together!

