

KIDS TO PARKS DAY

NATIONAL PARK TRUST

Host Guide



7 STEPS TO HAVING A SUCCESSFUL KIDS TO PARKS DAY

A successful [Kids to Parks Day](#) event encourages outdoor play in kids and brings your community together in appreciation of their public lands. Use this step-by-step guide to promote and plan your event so your community has an awesome park experience.

1. Clarify Your Goals

As you get started, it's a good idea to have clear, measurable goals for your Kids to Parks Day. Setting objectives will help you plan your event and assess how successful it was afterwards. Possible goals include:

- Having a certain number of kids attend your park's event
- Educating kids on the features and history of your park
- Having kids participate in your organized activities
- Raising revenue through purchases in your gift shop

- Encouraging future park visitor numbers

My Kids to Parks Day Goal(s):

2. Choose The Best Park

You may be considering a few parks in your local area. It's important to consider a few factors to choose the perfect location, including:

- **Accessibility:** How close is the nearest town or city to your park? Does the park have sufficient parking spaces for the number of attendees you are expecting?
- **Park Size:** Is the park large enough to host the number of attendees you are expecting?
- **Park Features:** What interesting features, including as geography, plants or wildlife, will interest the kids that visit the park?
- **Approval:** You may need approval from park officials to host events. Contact the park or your town's parks department to confirm.

Find parks near you with the [ParkPassport app](#), which displays federal, state and local parks.

My Ideal Park: _____

A Backup Park: _____

3. Choose Your Activities

Fun and interesting activities can create a memorable experience for the kids that attend your event. If you want to host or facilitate certain activities or games at your park, here are a few ideas:

- Biking
- Equestrian Activities
- Fishing
- Hiking
- Junior Ranger Programs
- Outdoor Service Project/Stewardship
- Paddling
- Stargazing
- Team Sports
- Wildlife Viewing
- Organized group games or other activities

Consider your park's natural features and what activities are best suited for it.

4. Register Your Event For FREE On kidstoparks.org

Many families search our website to find their nearest Kids To Parks Day event, so we highly recommend registering your event. This way, it will be added to our national map of events and make it easy for people to find. Registering is quick and simple!

[Register Here](#)

Once your event is registered, you will receive additional updates, reminders, and resources. If you have questions, best practices you want to share, or ideas on how National Park Trust can better support event hosts, please email National Park Trust Communications and Program Manager Robert Forristal at robert@parktrust.org.

5. Identify Possible Partners

There may be groups or organizations that want to help make your day successful. Partnering can help expand your event's reach and make your attendees have an even better experience. Possible partnerships could include:

- Schools
- Youth groups (such as Boys and Girls Scouts)
- Religious institutions
- Sport and outdoor recreation stores
- Local elected officials
- Libraries and community centers
- Local parks and recreation departments

6. Consider Logistics

Depending on the complexity and size of your event, you may want to assign event responsibilities to members of your team. You should establish who on your team is taking on the following tasks if they apply to your event:

Marketing and Promotion: _____

Partner Outreach: _____

Activity Coordination: _____

Supplies: _____

7. Promote Your Event

National Park Trust provides promotional resources so you have a great turnout. These tools can be found on the [Kids To Parks Day website](#) and include:

- Media outreach calendar so you can get the word out
- Sample social media and blog post language (English and Spanish)
- Promotional images
- Kids to Parks Day logo files
- Steps on inviting your elected officials
- Customizable Flyers
- How to Invite your Members of Congress