



Cherry Creek Schools  
Parents' Council  
**Community Events**

*Low or no cost and inclusive of the school community*

**Planning**

- Plan early and make sure to check PTO, School, District, sporting events (i.e. Broncos) and holiday calendars for any conflicts

**Marketing**

- Market to EVERYONE! It takes people 3-7 times to see something before they will act, so remind them!
  - PTO Facebook page
  - Neighborhood Facebook Groups
  - Nextdoor (open it up to your whole community)
  - PTO newsletters
  - PTO Website
  - Signs at pick up and pick up lane the day of event
  - Marquee
  - Colored flyers home in backpacks
  - Mascots from school

**Match your Event to your Community**

- Tailor the event to appeal to your students' and parents' interests
- Are the kids really into cowboys/girls or animals or ice cream?
- What about observing a holiday (Halloween, Valentine's Day), or a school milestone (innovation improvement, schools' birthday, new playground, etc)?

## **Staff Involvement**

- Kids love seeing their current/former teachers and Principal outside of school!
- Ask the principal to join a Hula-Hoop contest or recruit a few teachers for a relay race or staff sit in a dunk booth

## **wow Factor At School**

- Display an attraction at school (like a giant slide or a show car) or share an upcoming activity (Polynesian Fire Dancers at a Multicultural Night) with the kids that creates excitement for the event

## **Keep It Active**

- Offer a variety of activities to appeal to people with different interests. Let families try out a new fitness trend (Kids CrossFit in the Park) and learn how to do something new

## **Manage Costs**

- Solicit sponsors (local businesses like Real Estate Agents or families with businesses in the community) to pay for items/activities
- Find vendors that might be willing to donate or reduce their costs
- Create Signups for families to bring items or volunteer

# **Types/Ideas for Events**

## **Kindergarten & New Families**

- Welcome new families to your school community. First impressions matter and it is a great way to find new volunteers!
- Coffee & Kleenex (BooHoo YooHoo Breakfast) on the first day of Kindergarten, Welcoming Breakfast for New Families, and Popsicles in Park playdates
- Starbucks and other local restaurants will often donate free Coffee or items if you talk with the Manager
- Have name tags available and have greeters to make sure everyone feels truly welcomed!

## **Parent-Child Events**

- Create an opportunity for some one-on-one bonding between parent and child
- Fashion show, tea, spa day, yoga, dance, kickball game, scavenger hunt, or a mini-golf tournament
- Many groups call these events Guys and Dolls Night, Me and My Guy, She and Me, etc., to encourage students to come with other relatives or family friends if a parent can't attend

## **Multi-Cultural Events**

- Events and programs designed to share and learn about different cultures and traditions
- Passport Night/Multi-Cultural Night with dances, talent show, fashion show, food from different traditions or cultures, and activities exploring the different cultures at your school or the world (Henna tattoos, name written another language, etc)
- Have families bring a dish to share with everyone
- Bring culture to life by inviting groups to perform a traditional dance in traditional attire like Dragon or Polynesian
- Make it a whole week leading up to the night with different ideas to get the kids excited to attend (so they ask their parents to go) like have a school wide 'Read A Long' of the same multi-cultural book

## **Carnival Events**

- Activities with multiple stations of activities and games for children like tattoos, nail polish, face painting, bounce house, photo booth, fire trucks/ police cars, games, etc.
- Carnival, Sock Hop, Monster Mash, Food Truck 'block' party
- These events tend need to a lot of volunteers so make sure to plan a time and date that works for families at your school. See if you can recruit volunteers from your local Middle or High school to help run stations
- Try to find Sponsors (families, local businesses to help offset the costs to try keep prices low
- Combine with a food drive or another community service event

## **Back To School/End of School Year**

- Events to re-connect at those milestones
- Pool party, school wide picnic, popsicle meet & greet, welcome breakfast (Muffins with Mom, Doughnuts with Dad), ice cream social, or BBQ/Potluck
- Come up with a theme like Teddy Bear Picnic so kids can bring a stuffed animal

## **School Events**

- Milestones like school birthday, new renovation or a new playground, art show, choir concert, evening book fair preview with a theme/dinner, Spaghetti Dinner with teachers as servers...
- See if a local restaurant can donate food or at lower cost at any event where food is provided