



Summer Splash-tacular

PROMOTION AND EVENT PLANNING SUGGESTIONS

PROMOTION:

- Fill –in your facility information on the enclosed flyer and distribute through local schools and daycares.
- Send a calendar listing announcement to your local newspaper. Call your local media and ask them to come and cover the event. Distribute flyers on the last day of your current lesson session.
- Distribute flyers to patrons at your facility.
- Ask the community centers in your neighborhood and division to promote and distribute flyers.
- Have local sponsors contribute door prizes or refreshments.

SAMPLE CALENDAR LISTING:

“Get ready for fishing, boating and summer water activities by bringing your family to the annual Summer Splash-tacular event at _____ on _____, from _____ to _____. Family Water Safety and Boating Safety will be the topics of the day. There will be fun activities both in and out of the water. You will have a chance to practice wearing and using life jackets, check the safety of your own life jacket, learn water safety skills and participate in a FREE swim!”

FORMAT AND ORGANIZATION:

- Have participants do as much “hands on” as possible.
- Use skits and videos as well as demonstrations.
- Try to borrow or rent a canoe, kayak, or rowboat. Have participants wear lifejackets and go for a ride. Be sure to have your staff wear lifejackets too!
- Have a water safety “carnival.” Try to get local sponsors to donate prizes, toys, or coupons.
- Stations such as, hypothermia testing, races, story time, rescue a camp counselor, and cannon ball contests are also popular.
- Set up a table for flyers, safety information, brochures – have someone staff this table.

FORMAT AND ORGANIZATION Continued:

- Prepare a box in which people can enter their names for a drawing for FREE swimming lessons.
- Offer free food if possible-for example, popcorn or ice cream cones. You can use the enclosed sponsor form to help in asking merchants for donations.
- Use incentives for the kids like stickers, trading cards, pencils or coupons for ice cream cones. The raffled items will appeal to parents.
- Have lots of life jackets available for children and adults to try on. Include activities with life jackets in and out of the water. See the enclosed handouts for ideas. Parents, especially, find this to be a valuable activity.
- Let children try things they may not normally be able to do-for example, use the megaphone, dress up like a lifeguard, sit in the lifeguard chair, or try swimming in clothes.
- Have activities that parents can participate in too-especially parents with young children.
- Take photos of children wearing their life jackets properly or using reaching/throwing aids properly and make a display in the hallway or lobby.
- Call your local fire station or ambulance company and see if they will bring a fire truck or aid car to the event.