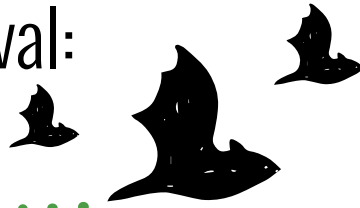


Hosting a Bat Festival: Planning Checklist



Bring a bat festival to your site and celebrate the world of bats with your community! Bat festivals can introduce children and adults to the importance of bats in the environment and inspire them to become involved in conservation. Get started planning today!

PLANNING THE EVENT:

AS SOON AS POSSIBLE

- Brainstorm with the team all steps needed for the day of the event. Consider inviting speakers and local environmental nonprofits, creating hands-on activities for all ages and entertainment/food.
- Select a leader and staff/volunteer for event planning and the event itself.
- Determine budget for event.
- Decide if you will pass costs along to participants or if the event will be free of charge.
- If financial assistance is needed, ask local business owners to sponsor the event. Choose retailers with a tie to environmental issues including nurseries, grocery stores and home improvement stores.
- Offer incentives to sponsors, such as their logo on any local advertisements created.
- Create a list of volunteer needs.
- Begin contacting speakers and exhibitors.
- Begin development of activities and displays.

2 MONTHS PRIOR TO THE EVENT

- Outline the promotion plan and create content and visuals.

1 MONTH PRIOR TO THE EVENT

- Recruit volunteers to assist with event through social media, from local colleges or other outlets.
- Communicate and confirm exhibitor participation.
- Finalize activities and displays.
- Finalize layout and secure necessary tables, chairs and tents.

WEEK/DAY OF THE EVENT

- Communicate and confirm volunteer support and create name badges.
- Use social media to attract last minute participants.
- Secure snacks and drinks for staff and volunteers.

For more information about bats, visit www.batconservation.org
and www.fs.fed.us/global



Hosting a Bat Festival: Promotion Checklist



PROMOTING THE EVENT:

1 TO 2 MONTHS PRIOR

- Create event page on Facebook and website
- Create a poster or flyers
- Distribute signs/flyers/posters at local grocery stores, schools, after-school centers, libraries, restaurants/ coffee shops, etc.
- Write a press release to send to all local news outlets, including public radio, and bloggers. Approach contacts that cover topics such as: family, entertainment, things to do, environment, wildlife/nature, and Halloween.
- Invite local media to attend event.
- Use social media, newsletters and websites to advertise.
- Write a 30 second PSA to submit to local radio stations, public and private.
- Post in local online event calendars.
- Reach out to local partners and nature organizations, such as local nature conservancies, asking them to do the same advertising through their media outlets for you.
- Reach out to local radio stations to live broadcast the event or speak about it on the air ahead of time.
- Send email to or contact existing membership base, if applicable.
- Send reminder to all participants and volunteers.

