

## How to Run a DI Information Night – Waves to Dunes style!

*So many more children will have the opportunity to try DI if you get the word out to parents at your school.*

**THANK YOU for helping our Region grow!**



### Choose a Date –

- Get approval from the school to use a classroom or multipurpose room. A screen, projector and sound system is needed.
- Allow 1-2 weeks for publicizing the event.
- Recruit your team, team parents or other TMs to help.
- If the school asks for a non-profit letter or insurance call Robbin 760) 845-2386
- Email Robbin [di.ca.w2d@gmail.com](mailto:di.ca.w2d@gmail.com) the date, place and time so she can post it to the website.

### Reserve your Marketing Kit –

- In Orange County text or call April Sayegh at (702) 461-2243
- San Diego North County text or call Robbin (760) 845-2386
- San Diego South County text or call Dan Smith (858) 717-9190

### Publicize in multiple places – The more people who know the better the turnout.

- Flyers – Create a flyer for your event. I have posted flyers on the W2D website in the library. Choose the one you like and customize it for your school.
- Consider including another nearby school to your Information night.
- You can post on Peachjar if your school uses that system (call Robbin to pay the \$25 fee)
- OR make copies and send thru backpacks
- Post on the school website and calendar
- Hang a sign – one is included in the kit. Attach paper to the sign with date and time.
- Morning announcements –
- Community papers and Nextdoor
- Post on Facebook and social media sites
- Talk it up to all your friends

### **Prepare for the event –**

- Open the presentation included on the thumb drive. Make sure it works. There is a copy of the power-point without the embedded videos in case the links get broken.
- Check the IC materials in the Kit. There should be 3 setups.
- Make sure there are enough handouts. If you need more call Robbin ASAP.

### **Present the event –**

- Get help – you need at least 2 adults to run the event.
- Get there early –
- Check the projector setup and make sure it works.
- Set up the IC area.
- Put together the table display.
- Post directional signs.
- Hang the DI banner outside
- Take a deep breath – You will do GREAT! Have FUN!
- Recruit Kids and Team Managers! Sell, sell, sell!

### **Clean up –**

- Return all the IC materials to their bags. There should be 12 pcs of paper, 20 sticks, 15 blocks and 25 cups in each bag.
- Collect the sign-in sheets.
- Return the handouts to their boxes
- Fold the tablecloth and table runner
- Re-Pack all the rest of the materials
- Don't forget to include the thumb drive and notebook!

### **Follow up –**

- You can either become a school coordinator and form teams
- OR you can email me the parent sign in lists and I will try and for the teams and get Team Managers.

### **Return the Information Night kit –**

- ASAP so others can use it.
- Thank you so much for spreading the word about Destination Imagination in our area!

**You are AMAZING!**