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SPORTS+OUTDOORS

THE GUIDE

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- The trademark regulations
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- A walkthrough of the planning process
- Becoming a member of our organization
- Participation in the awards program
- About the efforts of a yearlong project
- Purchasing National Night Out products
- Frequently asked questions
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THE COORDINATOR TOOLKIT

- Volunteer sign-up form
- Local registration form
- Coloring activity sheet
- Sample event flyer
- Volunteer responsibility form
- Sample donation request letter
- Information handout
- Sample press release
- Sample proclamation
- Sample thank you letter





A welcome note from matt

It's that time of year again. National Night Out season is underway and the date is set for August 6th, 2019 (The state of Texas and select areas celebrate the first Tuesday in October). Our team is excited to help you get started and begin planning a successful National Night Out campaign. The official National Night Out 2019 guide will provide you the necessary information and resources to make that happen. Let's get this party started and celebrate a safer, more caring community with our neighbors across the nation.



WITH THE CLIMATE IN THESE PAST YEARS, IT'S
EXTREMELY IMPORTANT THAT WE CELEBRATE NATIONAL
NIGHT OUT TO SHOW THE UNITY AMONG EACH OTHER.

- ASSISTANT POLICE CHIEF DIANE GROOMES | WASHINGTON, D.C.



Trademark regulations

THE NATIONAL NIGHT OUT NAME, LOGO,

or variation thereof may not be reproduced onto any type of promotional goods or products. National Night Out is a registered trademark of the National Association of Town Watch. Unauthorized use is subject to legal action by NATW under applicable federal and state law.

WE REGISTERED, CAN WE USE THE LOGO?

The National Night Out name, logo or trademarks may be used on local promotional materials including flyers, posters, announcements and literature. However, it may not be used on promotional goods or products including apparel and accessories.

FURTHERMORE,

Use of the National Night Out name, logo, or variation thereof by any commercial, for-profit company, except those approved and recognized by NATW, is strictly prohibited. Any company who supports your local National Night Out may not have its participation or association with National Night Out publicly advertised, displayed or promoted, unless they are registered as an official partner with NATW or we extend advanced written approval. The name and logo may be used on a limited basis by nonprofit organizations and agencies registered each year for National Night Out at natw.org.



Get in touch with us to request permission to use and download the logo at:

NATW.ORG/SUPPORT



Background and overview

We are

a non-profit organization dedicated to enhancing the communities in which we live and work. We introduced National Night Out in August of 1984. Over two million neighbors in 400 communities across 23 states took part. Now, we are here to assist in making your National Night Out a success by providing you the necessary information and resources.

National Night Out is an annual community-building campaign that promotes strong police-community partnerships and neighborhood camaraderie to make our neighborhoods safer, more caring places to live and work. National Night Out enhances the relationship between neighbors and law enforcement while bringing back a true sense of community. Furthermore, it provides a great opportunity to bring police and neighbors together under positive circumstances. Neighborhoods across the nation host block parties, festivals, parades, cookouts and various other community events with safety demonstrations, seminars, youth events, visits from emergency personnel, exhibits and much, much more. National Night Out is celebrated by over 38 million neighbors across 16 thousand communities from all 50 states, U.S. territories and military bases worldwide.

50

states

16

thousand
communities

36

years

NATIONAL NIGHT OUT IS AN EXCELLENT PROGRAM THAT HELPS THE DEPARTMENT BUILD RELATIONSHIPS WITH NEIGHBORS AND CREATE SAFER NEIGHBORHOODS. THIS IS ONE OF THE EVENTS WE LOOK FORWARD TO EACH YEAR.

- POLICE CHIEF GEORGE TURNER | ATLANTA, GEORGIA



The planning process

INTRODUCE THE EVENT

Begin to generate interest amongst your neighbors, your organization and your community to assist in the planning efforts. This campaign will be a team effort within the community and will take more than just one person to coordinate a successful National Night Out this year.

BUILD A TEAM

Establish a committee of volunteers who expressed interest in the idea of coordinating a National Night Out. Use the Volunteer Sign-up sheet included in your Coordinator Toolkit to gather contact information.

DELEGATE RESPONSIBILITY

Get in touch with your team of volunteers and schedule a meeting. Work together to determine who is responsible for what. Be sure to discuss food and non-alcoholic beverages, entertainment, activities for the kids, time and location of your event, fundraising, contributions from local businesses, advertising, communication with the media, vendors, involvement from local non-profit organizations, businesses and special guests.

GET STARTED

Ready, set, plan. Begin to work on your delegated responsibility. Communicate with your volunteers throughout the process. Plan regular meetings leading up to National Night Out and discuss your progress.

PROMOTE YOUR EVENT

If they don't know, they won't come. Spread the word to your community. You'll want to develop a relationship with the media early to understand the process and how they'll be able to assist with your campaign. A sample press release is included in your Coordinator Toolkit. Build a schedule of events and send it over to them. And, be sure to follow-up.

- Customize the flyer available on page seventeen
- Use a robo call system (for law enforcement only)
- Create and share an event on social media
- Attend community events prior to yours
- Distribute flyers with a call to action such as a need for volunteers or a donation
- Communicate through an established mailing list
- Collaborate with other groups, organizations, clubs, commissioners, politicians (elected only)
- Invitation sent from your local police chief or sheriff



Sarah Piotrowski

THE DETAILS OF YOUR EVENT

Determine the type of event you plan to coordinate, a specific location and time. Consider locations such as a local fire house, area park, shopping center or closed street. Take into account the number of expected guests, parking, access to bathrooms and power.

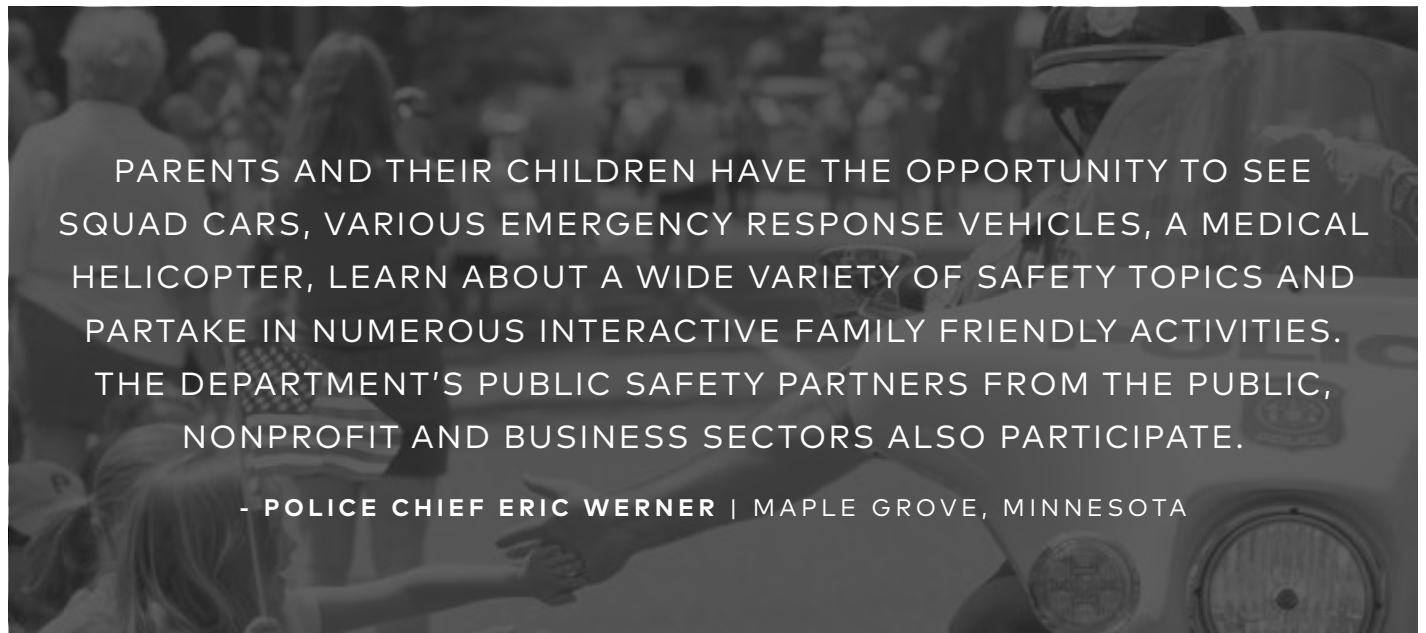
FOOD AND NON-ALCOHOLIC BEVERAGES

For beverages, think bottled water, assorted soda, juice, tea, coffee, root beer floats, to name a few. For food, think hot dogs, hamburgers, popcorn, pizza, chips, soft pretzels, funnel cake, ice cream, cookies, donuts. The list could go on.

ACTIVITIES AND ENTERTAINMENT

Incorporate activities for the kids and entertainment for all ages. See what other communities across the nation have implemented to improve their National Night Out campaign below. Be creative, try something new.

- DJ, local bands and artists, radio station, face painters, clowns, magicians, jugglers, moon bounce, dunk tank, carnival rides and games, K9 demonstration, emergency personnel display, ice breakers, scavenger hunt, talent show, police-community softball game, water balloon toss, coloring activities, chalk art, poster contests, caravans, parade, bicycle ride, helicopter landing, superlatives, proclamation signing



INVOLVE YOUR COMMUNITY

The National Night Out campaign is designed to enhance police-community partnerships and provide an opportunity to get to know your neighbors. Therefore, it's important to involve your entire community, including your local law enforcement agency and first responders, elected politicians and officials, local celebrities or public figures and neighbors.

VENDORS AT YOUR EVENT

Prepare for inquiries from local businesses, non-profit groups and organizations to get involved with your National Night Out campaign. Vendors can provide another element to your event and tremendous value to your guests with information, resources, giveaways, games and more.

- Maintain a list of vendors, including contact information
- Establish a deadline for vendors to get involved
- Create a label per vendor for tables day of

ASK FOR DONATIONS

Approach local businesses, restaurants and organizations for donations and contributions. Draft your letter to request a donation and include a flyer that details your National Night Out event. In previous years, for example, we've seen local businesses donate cases of water, paper goods or even pizza. We encourage you to just ask, and do so early.

SAY THANK YOU

A lot of time, energy, stress and effort was put into your National Night Out campaign. Customize the letter of appreciation template provided in your Coordinator Toolkit to say thank you. Yourself, your vendors, local businesses, non-profit organizations, volunteers, local supporters and contributors did an awesome job.



Becoming a member

You registered for National Night Out. Next, become a member. National Association of Town Watch (NATW) is a premiere non-profit organization dedicated to enhancing the communities in which we live through an established network of law enforcement agencies, neighborhood watch groups, civic groups, state and regional crime prevention associations and volunteers across the nation.

NATW MEMBERSHIP

\$ **35**

ANNUAL FEE

WHAT DO WE GET?

- 5% off on all orders this year
- \$25 discount on your first order this year
- Free golf shirt with orders over \$400, placed before 5.15.19
- Eligibility to enter the awards program
- Annual mailing of the NewSpirit newsletter



To join, renew or update information, visit our website. You'll be provided a membership number once your membership payment is processed (note: this number can be found on all invoices).

[NATW.ORG/MEMBERSHIP](https://natw.org/membership)

Invoices are sent via email from sender: delivery@hiveage.com



Participation in the awards program

The national awards program recognizes registered communities for participation in the National Night Out campaign. Your community is encouraged to submit a post-project report and compete with communities across the nation. We ask that your submission documents all phases of your campaign to communicate the true success, efforts and effectiveness of National Night Out in your community.

<p>1 BECOME A MEMBER OF NATW</p> <p>Please join or renew your annual membership at natw.org/membership.</p>	<p>2 ENTER YOUR COMMUNITY</p> <p>Complete the form at natw.org/awards. View the email confirmation.</p>	<p>3 SUBMIT YOUR AGENDA</p> <p>Provide us with a general overview / outline of plans for National Night Out.</p>	<p>4 SEND US YOUR REPORT</p> <p>Document your National Night Out campaign in a comprehensive report.</p>
<p>JUNE 5</p>	<p>JUNE 7</p>	<p>JULY 5</p>	<p>SEPTEMBER 13 Texas deadline : OCT 28</p>

BECOME A MEMBER OF NATW

National Association of Town Watch membership is required to be eligible for entry into the awards program. Please visit us at natw.org/membership to join or renew your membership for this year.

ENTER YOUR COMMUNITY

Officially enter the awards program by completing the form on our website at natw.org/awards. Following submission, you should be redirected to a successful submission page and receive a confirmation email.

SUBMIT YOUR AGENDA

Visit us at natw.org/support or email info@natw.org to submit your preliminary agenda. Be sure to provide us with a general overview or outline of your plans for National Night Out this year.

SEND US YOUR REPORT

Document your campaign in a comprehensive report. Our team will review and evaluate all eligible entries. Results will be shared on our website.

WHAT TO INCLUDE

EVALUATION OF YOUR REPORT

INTRODUCTION

Provide a general overview of your campaign, including attendance statistics, local impact and feedback from your community.

INVOLVEMENT AND PLANNING

Elaborate on the involvement of local organizations, businesses and volunteers and how you were able to build a successful campaign together.

THE EVENT ITSELF

We want to know everything. Display to us your success, what you were able to incorporate into your campaign, who attended and anything else you see relevant to include.

OVERALL CAMPAIGN

Your planning efforts, campaign structure, results and impact on the community.

NEIGHBORHOOD AND LAW ENFORCEMENT INVOLVEMENT

The level of involvement, participation and support from local law enforcement, neighbors, organizations and businesses.

SAMPLES AND MEDIA

Share with us your local news coverage, event footage and photographs that visually communicate the success of your campaign. Include samples of your marketing material such as local posters, flyers, brochures and more.

ANYTHING ELSE

We want to see everything and anything that further displays the success of your campaign. Let us know how we can improve. Feedback and suggestions are welcome.

SPECIAL EVENTS

The implementation of original and effective local events, programs and activities. Impact of your efforts on participation, media coverage and awareness.

OVERALL REPORT

Includes introduction, documentation of event(s), planning processes, agenda and media.

MISCELLANEOUS

Timely submission, support of our national partners, representation of our mission and brand, efforts to grow the campaign and implementation of new programs.



The yearlong project 365

**NATIONAL NIGHT OUT IS ONLY ONE NIGHT,
WHAT ABOUT THE OTHER 364 DAYS IN A YEAR?**

National Association of Town Watch launched Project365 to extend the efforts of police-community partnerships and neighborhood camaraderie beyond one night. The yearlong program provides neighbors an opportunity to work together with the assistance of law enforcement to build a safer, more caring place to live and work. The program encourages local registered communities to work together towards a common goal over the course of one year.

HOW DO WE GET STARTED?

- 1** Establish a goal or designate a problem within your community.
- 2** Build a campaign and work towards your established goal or designated problem.
- 3** Document your efforts and share the results at National Night Out.
- 4** Include a comprehensive report of the campaign in your post-project report.

SOME IDEAS



Park plagued by crime, drugs or underage drinking



Poorly lit corner with prevalent criminal activity



Launch the Dog Walker Watch program in your area



A robbery, burglary reduction plan in high crime areas



Clean up plan for areas with graffiti or illegal trash



Purchasing national night out products

visit us

NATW.ORG/SHOP

We accept credit card, purchase order and check payment



Frequently asked questions

REGISTRATION VS. MEMBERSHIP?

Registration for National Night Out is free, required each year. Once registered, you will receive the necessary information and resources regarding National Night Out for that year. NATW membership is optional and costs \$35 per year. Once a member, you'll receive discounts to the National Night Out shop, eligibility to enter the awards program and more.

WHEN IS NATIONAL NIGHT OUT?

National Night is always celebrated on the first Tuesday of August. The state of Texas and select areas celebrate the first Tuesday in October.

IS REGISTRATION REQUIRED?

Yes. Registration is required each year to take part in the campaign, to use the National Night Out name or logo, to access support from our team and to receive necessary information and resources regarding National Night Out for that year.

HOW DO WE REQUEST THE LOGO?

Please visit our support page at natw.org/support and complete the form. Be sure to mention that your community is registered, the file format you'll need and clarify what you'll be using the logo for. Upon approval, we'll provide you a link via email to download the necessary files.

WHAT IS MY MEMBERSHIP NUMBER?

Your NATW membership number can be found on all invoices and receipts sent from sender: delivery@hiveage.com. Please visit our support page at natw.org/support if you are unable to locate your membership number.

ARE COUPON CODES AVAILABLE?

Yes. However, all coupon codes are exclusively available for paid members of the National Association of Town Watch. Please find your annual coupon codes in the confirmation email sent once your membership payment is processed, from sender: delivery@hiveage.com.

MY HOPE FOR STARTING NATIONAL NIGHT OUT WAS TO REACH THE COMMUNITY, ESPECIALLY THE CHILDREN, AND LET THEM SEE THE OFFICERS OF OUR DEPARTMENT IN A POSITIVE LIGHT. THIS EVENT BRINGS POLICE OFFICERS AND THE MEMBERS OF THE COMMUNITY TOGETHER IN A FUN SETTING AND GIVES THEM THE OPPORTUNITY TO GET TO KNOW THE OFFICERS AND ASK QUESTIONS. IT BRINGS US TO THEM, INSTEAD OF THEM HAVING TO COME TO US.

- LIEUTENANT MATT OGLESBEE | BLUFFTON, SOUTH CAROLINA