

Summer Opportunity Planning

A **Summer Opportunity** is a social and/or educational experience hosted by one parent and shared with other parents within The Super Saturday Program. Our goals for this program include helping our children to maintain the friendships they make on campus and to increase parent networking and resources.

Planning each summer opportunity includes determining what type of event you'd like to plan, what type of facility is necessary, whether an instructor is required, and dates that are available. Events can be social, educational, experiential, or a combination. Possible event ideas could include meeting a keeper at a zoo, a behind the scenes tour, a picnic at a park, a hike, a lecture, a Reds game, a project workshop, a special class, a book club, or a movie.

Initiate a new opportunity

1. **What type of event would I like to host:** _____

2. **What facility is required and dates available:** _____

3. **What speaker/leader is required and dates available:** _____

4. **What dates are available for both facility and speaker:** _____

The **Cost** for each opportunity is an important consideration. Events are hosted by individual parents. The Super Saturday Program will help communicate events, but is not affiliated with the events in any other way. Some events might be specific to a subgroup of families determined by age or by gender; some events might involve the whole family. Many facilities can set up group rates and then handle the reservations and payments directly. If payment needs to be collected by the host, checks should be made payable to the venue or instructor whenever possible.

Determine the cost of the opportunity:

1. **Facility cost:** _____

2. **Instructor cost:** _____

3. **Total set costs:** _____

4. **Minimum/Maximum participants:** _____

5. **Divide Total costs by Minimum participants for Cost per participant:** _____

Define audience for event: Depending on your event, you may or may not have a specific audience in mind. Some events will be appropriate for family participation; others will be more suited for individuals.

1. **Define age range:** _____

2. **Define boy/girl:** _____

3. **Family event:** _____

Set the timeline: Be sure that you are sending out the invitation with enough time to gather interest and confirm all facilities needed. Submit a second invitation when you finalize a date if you have initially offered a selection.

1. **Set an RSVP deadline:** _____
2. **Set payment deadline:** _____

The **Invitation** should include opportunity details, audience, costs, possible dates, any special limitations, your preferred contact email/phone, and deadlines for sign-up and payment. Try to be as inclusive as possible. If parents/siblings are not included, note whether the facility has accommodations for the parents/siblings during the event. Email invitation details to messagecenter@supersaturday.org and post to <http://www.facebook.com/supersaturday>

Invitation Should Include

1. **Event Topic:** _____
2. **Location:** _____
3. **Speaker:** _____
4. **Date(s):** _____
5. **Time:** _____
6. **Audience:** _____
7. **Event Cost:** _____
8. **Other Costs (Admission, Parking):** _____
9. **Contact Information:** _____
10. **RSVP Deadline:** _____
11. **Payment Deadline:** _____

Communicate event information:

1. **Communicate with interested families:** Send emails confirming final date of event and payment information.
2. **Use netiquette:** When you contact the families interested in your event, place your own email address in the "to" field then add all the members of the group to the "bcc" field. When you post on Facebook, encourage parents to send you a message on Facebook or to simply reply to the wall post rather than posting your phone number or their own personal information.
3. **Utilize Facebook:** Feel free to utilize the discussion board on our Facebook page for hosting discussions with your group. Please limit the announcements you post to our Facebook wall to the invitations.
4. **Consider opening the invitations:** If interest is just a little low, consider opening the age range for your event or having participants invite their friends.
5. **Send reminders:** Be sure to send reminders to the participants, but don't send excessive emails to the group.

Please send us information on what worked and what didn't for your event. We can share the information with other parents and improve the experience for everyone.