



Guide

and coordinator toolkit



Associa

L.E.A.D.



SWANK
MOTION PICTURES, INC.

Hello.

Welcome to National Night Out. We are looking forward to building a safer, more caring community with you and all of our neighbors across the nation.

National Night Out is celebrated on the first Tuesday in August. The date for National Night Out this year is August sixth. The state of Texas and select areas approved by National Association of Town Watch celebrate the first Tuesday in October.

The Guide and coordinator toolkit shares information and resources you will need in planning a successful National Night Out campaign. Together, we can.

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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.

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.

Request the logo at natw.org/contact

Additionally,

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.

About us

National Association of Town Watch is

a nonprofit organization dedicated to enhancing the communities in which we live and work.

1984 is when NATW introduced the National Night Out campaign.

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.

Year	400	23	2+
one	communities	states	million
numbers			neighbors

Together, we can

Enhance the relationship between neighbors and law enforcement while bringing back a sense of community.

Use this as an opportunity to bring police and neighbors together under positive circumstances.

The best way to build a safer community is to know your neighbors and your surroundings. National Night Out triumphs over a culture that isolates us from each other and allows us to rediscover our own communities.

KAY BAILEY HUTCHISON SENATOR

This year by the numbers

39

million neighbors

18

thousand communities

41

years of NNO

Planning your campaign

Introduce the idea

Begin the conversation about National Night Out with your neighbors and community to generate interest in building out the campaign.

Build a team

Build your team of volunteers who showed interest in the idea of making National Night Out happen in your community.

Delegate responsibilities

Schedule a meeting with your team to discuss who is responsible for what.

A few things to think about

- Type of National Night Out event
- Food and non-alcoholic beverages
- Entertainment and activities for the kids
- Time and location of your event
- Fundraising, contributions and donations
- Advertising and marketing
- Communication with the local media
- Vendors at your event
- Involvement from organizations, local businesses, and special guests

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 more.

Get started

Get started by working on your assigned responsibility for the campaign. Schedule regular meetings to discuss progress.

Spread the word

Use all resources to spread the word because if they do not know, they will not come. See below for reference.

Ways to promote your event

Design and distribute a flyer

Use a robo call system (for law enforcement)

Create and share an event on social media

Build a relationship with the local media

Develop a press release and send to the media

Attend community events prior to yours

Send an email via an established mailing list

Mail an invitation from your local police chief

Collaborate with other groups, organizations,

clubs, commissioners, politicians (elected only)

Making it all happen

Starting with the basics

Think about the type of event you want to have. For example, choose a smaller block party or a larger, more centralized event in your community.

Things to consider

Expected attendance, parking availability, access to bathrooms, power and water supply.

Food and beverages

Some ideas include hot dogs, hamburgers, hoagies, sandwiches, wraps, pizza, popcorn, chips, pretzels, funnel cake, ice cream, cookies and donuts.

Be sure to consider all dietary restrictions with vegan and vegetarian options, too.

Location ideas for your centralized event

- Local park or open field
- Shopping center parking lot
- Township fire house or police department
- Community center or church
- School athletic fields
- Swim club or athletic center
- Closed street in your city or town

Parents and their children have the opportunity to see squad cars, various emergency response vehicles, a medical helicopter, learn about a wide variety of safety topics and partake in numerous interactive family friendly activities. The department's public safety partners from the public, nonprofit and business sectors also participate.

ERIC WERNER MAPLE GROVE, MINNESOTA

Activities and entertainment

Have activities for the kids and entertainment for all ages. Listed below are some things that have been done by your neighbors across the nation.

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 public figures, local not for profit organizations and your neighbors.

Try something new this year

DJ, local bands or artists, radio station
Face painters, clowns, magicians and jugglers
Moon bounce, dunk tank, carnival rides and games
K9 demonstration and emergency personnel display
Ice breaker games, superlatives
Scavenger hunt
Water balloon toss
Talent show
Police-community basketball or softball game
Coloring activities, chalk art, poster contest
Caravan, parade, run, walk or bicycle ride
Helicopter landing
Proclamation signing
Visit from Nat the Knight

Vendors at your event

Prepare for inquiries from local businesses, not for profit groups and organizations to get involved with your National Night Out campaign. Vendors can enhance the experience at your event with information, resources, giveaways, games and more. Maintain a list of your vendors, including contact information. Establish a deadline for vendors to get involved. And create a label per vendor table for day of.

Ask for donations

We encourage you to ask for donations early. Reach out to your local businesses and organizations to request contributions of any kind. Draft a request letter and include a flyer that provides more information about your National Night Out event. A few examples of popular donations or contributions in years past across various communities include cases of water, paper goods and food. See page twenty eight for a donation request letter template.

Say thank you

National Night Out takes time to plan, energy to execute and effort to make it all happen. The hard work put forth by yourself and the community should not go unnoticed. Therefore, be sure to say thank you. See page thirty one for a thank you letter template.

Becoming a member

Registration

Registration for National Night Out is free, required each year. You are able to access this guide and coordinator toolkit because you are registered this year.

Membership

National Association of Town Watch (NATW) membership is optional at thirty five dollars per year. Learn more at natw.org/membership.

Some cool things you will get

\$25 off your first National Night Out shop order

5% discount on all National Night Out shop orders

Awards

The awards program recognizes registered communities for participation in National Night Out. Your community is encouraged to submit a post-project report and compete with communities of like size across the nation. We ask that your submission documents all phases of the National Night Out campaign while effectively communicating its success and efforts put forth by your community.

June 1

Become a member

National Association of Town Watch membership is required to take part in the awards program. Become a member or renew your membership before the entry deadline.

June 10

Enter the awards program

Use the form on our website to make entry into the awards program. Your National Association of Town Watch membership number is required and can be found on all membership invoices and receipts.

Enter the awards program at natw.org/awards

July 10

Submit your preliminary agenda

Email us with a general overview and outline of your plans for National Night Out this year. This information can be drafted in the body of your email, no attachment required.

Send the email to [info\[at\]natw.org](mailto:info@natw.org)

Sep 26

Send your report

[October deadline for select areas: Oct 29] Document your National Night Out campaign in a comprehensive post-project report. Our team will review and evaluate all eligible submissions. Send to street address on last page of this file.

What to include in your report

Intro

The post-project report form

Page one of your report should be the yellow post-project report form found in update one followed by a general overview of your National Night Out campaign with estimated attendance records, impact on your community and feedback.

People

Mention your partners

Share with us who was involved in making your National Night Out happen including local groups and organizations, businesses, volunteers and community leaders.

Media

Send links with photo and video

Upload your photos and video to a cloud-based solution such as Google Drive or Dropox. Include links to local news coverage, event photos and video, sample posters, flyers and more. Edit the privacy settings to allow viewing access. Email us with links to access all media files.

All of it

Mail your report

We want to see all of it. Share your success, what made your National Night Out special, who attended and anything else should know.

Evaluation of your report

Overall campaign

A well displayed structure of planning and commitment to building your National Night Out campaign with significant results and impact in the local community.

Community involvement

The level of involvement, participation and support from local law enforcement agencies, first responders, neighbors, community groups, organizations and businesses.

Special events

Implementation of effective local programs with a clear impact on participation, coverage, awareness and overall success including but not limited to Dog Walker Watch, Project 365 and National Night Out kickoff events.

Overall report

Your submission includes the required post-project report form, an introduction, documentation of your campaign, photos, video and feedback.

Everything else

Report received by deadline mentioned on page fifteen, support of our national partners, a clear representation of our mission and brand, efforts to grow your local campaign and implementation of new programs in your community.

Project

365

National Night Out is only one night, what about the other 364 days in a year?

We encourage you to work together with law enforcement towards a common goal over the course of one year to build a safer, more caring community to live and work.

Choose

On National Night Out, choose a problem and change you want to make in your community. Establish a goal for the problem or change you want to make in your community.

Build

Develop a plan and work towards making said change or find solutions for said problem over the course of one year.

Document

Track your progress and make notes of your work throughout the campaign leading up to National Night Out next year.

Announce

Share your results with the community on National Night Out and establish a new project for the following year.

A few things to think about

Focus on an area plagued by crime and drugs

Clean up areas with graffiti, trash and unwanted mess

Launch the Dog Walker Watch program

Develop a robbery or burglary reduction plan

Improve a poorly lit area to deter prevalent criminal activity

My hope for starting National Night Out was to reach the community and let them see the officers of our department in a positive light. This event brings police officers and the members of our 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.

MATT OGLESBEE BLUFFTON, SOUTH CAROLINA

NATW.ORG/SHOP

ALL ORDERS MUST BE PLACED ONLINE UNLESS OTHERWISE APPROVED BY US. WE ARE NOT LEGALLY AUTHORIZED TO TAKE ORDERS OVER THE PHONE. ANY ORDERS RECEIVED VIA MAIL OR FAX WILL HAVE A LONGER ESTIMATED PROCESSING TIME.

Coordinator toolkit

Volunteer sign-up form

Name

Email

Phone

Local registration form

Coordinator

Location

Attendance

Time

Planned activities and notes

Volunteer responsibility form

Name

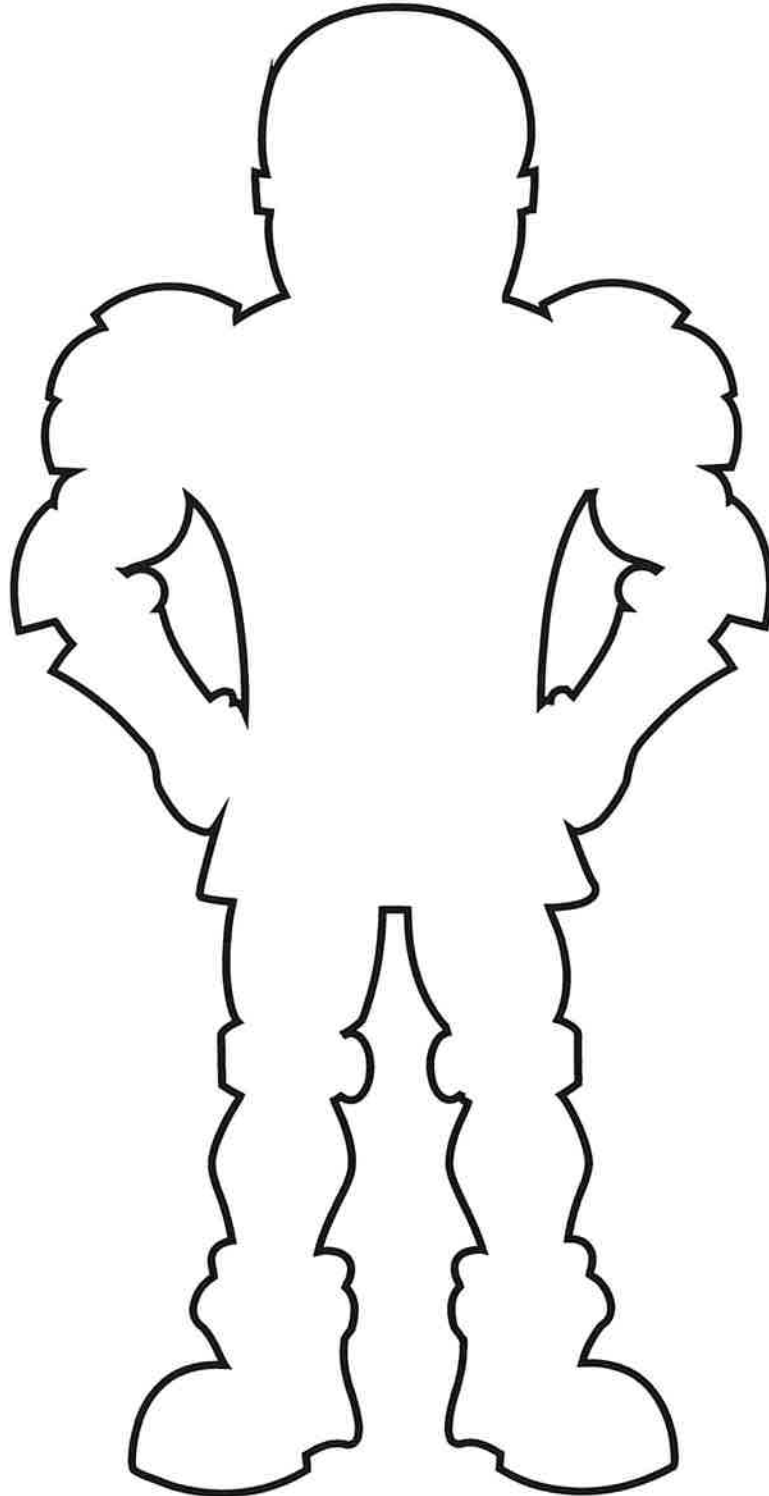
Responsibilities

Email

Phone

Other notes

Nat the Knight coloring sheet



Make a flyer

Step One

Copy and paste the link below into your browser and make changes to settings as preferred. office.fedex.com/default/flyers.html

Step Two

Select option to browse canva design templates and choose your flyer size from the select a size drop down menu.

Step Three

Don't lose your designs. Login or create a user ID before designing. You will not be able to save, revisit, or update your designs if you continue as a guest.

Step Four

Design your flyer using an available template and customize with information for your National Night Out event. Follow the instructions to proceed with review.

Request the logo at natw.org/contact

PRINT COLOR	Full Color	▼
PAPER TYPE	Laser (32 lb.)	▼
SIDES	Single-Sided	▼
SIZE	8.5in x 11in	▼
QUANTITY	50	▼

8.5 x 11 Portrait ▼	START DESIGNING
CREATE A USER ID	LOGIN

CONTINUE AS A GUEST

Donation request letter template

Date

Full name

Business or organization

Address

Hello *name, business or organization,*

Your neighborhood or organization here is beginning to plan for the annual National Night Out campaign. We are reaching out today for your support at the local level. National Night Out will feature *description of your event here*. Details are as follows.

Date:

Time:

Location:

Purpose: To promote strong police–community partnerships and neighborhood camaraderie to make our neighborhoods safer, more caring places to live and work.

Expected attendance:

Our request:

Recognition:

Your support would be greatly appreciated. You can contact *name* at *email address* with any questions. We are excited about this opportunity and the impact National Night Out has on our community.

Sincerely,

Your name

Your organization

Your contact information

Media release template

NATIONAL NIGHT OUT : TUESDAY AUGUST 06 2024
(THE STATE OF TEXAS & SELECT AREAS CELEBRATE TUESDAY OCTOBER 01 2024)

Neighborhoods throughout your city are invited to join over 38 million neighbors across 18 thousand communities from all 50 states, U.S. territories and military bases worldwide.

National Night Out is nationally sponsored by NATW, ADT, Starbucks, Associa, L.E.A.D. and co-sponsored locally by *your organization*.

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. Together, we are making that happen.

From *time to time*, neighbors throughout *your city* and across the nation are asked to lock their doors, turn on their front porch lights and spend the evening outside with neighbors and law enforcement.

Along with the traditional outside lights and front porch vigils, most communities celebrate National Night Out by hosting block parties, festivals, parades, cookouts and other various community events with safety demonstrations, seminars, youth events, visits from emergency personnel, exhibits and more.

National Project Coordinator, Matt Peskin said, "This is a night for our nation to stand together and promote awareness, safety and neighborhood unity. National Night Out showcases the vital importance of police-community partnerships and citizen involvement. When law enforcement and the community work closely together, some amazing things can happen."

Add information here related to your local National Night Out event. Include your coordinator, your organization, your phone number and email address.

For more information, please visit natw.org.

Proclamation template

WHEREAS, the National Association of Town Watch (NATW) sponsors a national community-building campaign on Tuesday, August 6, 2024 (The state of Texas and select areas celebrate Tuesday, October 1, 2024) entitled “National Night Out”; and

WHEREAS, the National Night Out campaign provides an opportunity for neighbors in *your city* to join over 38 million neighbors across 18 thousand communities from all 50 states, U.S. territories and military bases worldwide; and

WHEREAS, 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; and

WHEREAS, neighbors in *your city* assist the *local law enforcement agency* through joint community-building efforts and support National Night Out 2024; and

WHEREAS, it is essential that all neighbors of *your city* come together with police and work together to build a safer, more caring community; and

NOW, THEREFORE WE, do hereby call upon all neighbors of *your city* to join *your organization* and National Association of Town Watch in support for National Night Out on Tuesday, August 6, 2024 (The state of Texas and select areas celebrate Tuesday, October 1, 2024).

FURTHER, LET IT BE RESOLVED THAT WE, do hereby proclaim Tuesday, August 6, 2024 (The state of Texas and select areas celebrate Tuesday, October 1, 2024) as “National Night Out” in *your city*.

Thank you letter template

Date

Full name

Business or organization

Address

Hello *name, business or organization,*

On behalf of *your organization*, we would like to sincerely thank you for your contribution of *insert contributions here* at National Night Out on *date of event*.

Your support is greatly appreciated. National Night Out was a success and would not have been possible without the support of our community and neighbors like you.

Your attendance neighbors came together for National Night Out. *Elaborate on your local National Night Out campaign.*

Thank you again for your support.

Sincerely,

Your name

Your organization

Your contact information

Hello.

**NATW
308 East Lancaster Avenue
Suite 115
Wynnewood PA 19096**

Say hello at natw.org/contact