



GUIDELINES & TIMELINE

GUIDELINES to make the most of your event

To-do:

- ☐ Pick a good date(s) for event
- ☐ Select a "champion" to help manage the event

Promote your Kidz In Lids day by:

- ☐ Creating flyers
- ☐ Making announcements
- ☐ Posting on social media (use the timeline for assistance)
- ☐ Collect \$1 from students wearing a hat & \$5 from teachers wearing jeans. Give them a sticker to wear.
- ☐ Post pictures on social media using #kidzinlids and #kidzhelpingkidz

TIMELINE

1 WEEK PRIOR

Make an announcement

Social media post 1

Email staff explanation of program & the rules

EVENT WEEK

Announcement twice a day

Add to electronic announcements

Flyers posted around the school

Promotional slide on TVs around school

Send Flyer to Admin and Teachers*

3 DAYS PRIOR

Social media post 2

2 DAYS PRIOR

Send home a flyer (elementary)
Email staff a reminder

DAY BEFORE

Social media post 3

Staple event bands around book bag handles

EVENT DAY!

Take pictures and share with @childrenscancerpartners

*note: Teachers print and hang in their room. (flyers are black and white friendly)

SOCIAL MEDIA OUTLINE post this copy with provided images

- Post 1** We're participating in Kidz In Lids to support children battling cancer.
- Post 2** Reminder - Participate in Kidz In Lids by paying \$1 and wearing a hat on x day.
- Post 3** Kidz In Lids supporting children battling cancer tomorrow!
Remember to wear your hat and bring \$1 !
- Post 4** Thank you to all who participated in Kidz In Lids! We raised \$x to support children with cancer!