



Steps to Organizing a Successful *Literacy Alive!* Program

Before You Begin, Consider These Questions:

- What will the event look like — one day or multiple days over a week or month(s)?
- When will the event take place?
- Who will benefit from the event?
- Will the event be on or off campus?
- What will the chapter members/KDP members provide?

If your chapter has had a long-standing literacy event, review the planning and add components to make the event bigger, better, and different.

If a *Literacy Alive!* project is new for you or your chapter, what an opportunity! Choose a manageable event that interests members and participants.

Searching for ideas? Check out the top projects from previous years [here](#). Also, search online for options of service in your area and talk to area educators. Alumni teaching in the area are a great place to start for ideas.

Identify Event Partners

On campus — Will you ask other organizations to help you? Be specific in what you need them to do.

Off campus — Set up an appointment with a local school or community organization to introduce yourself, give information about your KDP chapter, find out the school or organization's greatest needs, and begin discussing potential event ideas to determine the best match of expertise to needs.

Begin Event Planning

With the executive committee of your chapter or project partners (for professionals), *Literacy Alive!* organizers should schedule a meeting to discuss the event idea and establish the next steps.

Decide:

- Day(s) and time(s) of the event
- Goals of the event
- Activities
- Audience to serve
- Number of people needed to carry out the plan
- Amount of time to plan the event and prepare activities
- Amount of money needed for materials and giveaways
- Level of expertise of members for creating and implementing activities and for hosting the event

Member Involvement

Once the goals and target outcomes are established, it is time to involve the chapter members/project partners. During a meeting, present the *Literacy Alive!* event idea. Identify leadership opportunities and areas where volunteers are needed. Get a commitment from each member for their time and/or resources availability.

- Present a timeline, starting with planning and going through the event's completion.
- Make a participation sign-up sheet available for:
 - Ad hoc committee for continued planning
 - Set-up of event
 - Volunteers at the event
 - Teardown following event
- Contact those members not in attendance at the meeting and incorporate them into the member-involvement plan. Also consider inviting others in the School of Education or on your campus who may have an interest in helping (and learning more about KDP!).
- Schedule a few work sessions to create materials, collect resources, make signs, complete final tasks, and assign volunteers.
- Reconfirm volunteers and provide them their assigned responsibilities (one week before the event).
- Touch base with partnering organizations throughout the planning and leading up to the event.

Day of Event

- Arrive early for set-up, rally the volunteers, and answer any final questions. Identify volunteers with name tags for easy identification.
- Make sure all materials arrive at the event on time and that the workers can find them.
- Welcome all participants and have them sign photo releases.
- Take action pictures, showing participants engaged in literacy activities.
- Throughout the day get quotes from participants, KDP members, and other organization participants.
- In the last few minutes, begin cleaning up. Encourage participants to help. Leave the place cleaner than you found it.
- Thank all volunteers and cooperating agencies for their time.

After the Event

- Send personal thank-you notes to all organizations involved in the event.
- Give special recognition to chapter members and individuals who volunteered.
- Bring the planning committee together to debrief. Take time to identify strengths and opportunities of the event and its outcome.
- Submit the [Literacy Alive! Achievement Form](#) and pictures to KDP.