



# City of Dallas National Night Out



## Event Planning Guide



**FALL 2019**





**N**ational Night Out (NNO) is an annual community building campaign that promotes police-community partnerships and neighborhood camaraderie to make our neighborhoods safer, more caring places to live.

NNO has proven to be an effective and inexpensive way to promote neighborhood pride, police-community partnerships, and public safety.

### **NNO is designed to:**

- Create positive relationships between neighbors and the police department
- Generate awareness about local crime-prevention efforts
- Promote safety and security initiatives
- Celebrate with neighbors

During the event, Dallas residents are asked to turn on their porch lights, lock their doors and spend the evening outside with their neighbors, neighborhood police officers (NPOs), and civic groups and businesses. NNO events and activities include, but are not limited to: cookouts, block parties, walks, games, and demonstrations from city staff.

### **When is National Night Out?**

Nationwide, NNO is held the first Tuesday in August. In Texas however, NNO is held the first Tuesday in October, with most events taking place in the evening.

**NNO**

**October 1, 2019**

**TEX**

# Top 10 Reasons to have a NNO



Have Fun



Promote neighborhood branding



Increase neighborhood pride



Get to know neighbors



Create new networking opportunities



Recruit neighbors to join neighborhood organization



Learn crime prevention tips



Encourage neighbors to actively participate in safety activities



Learn neighborhood history



Meet Dallas Police officers and other City officials





# Getting Started

- **Establish an Event Committee:** You are not alone. Engage neighbors in the event planning process and create a plan.
- **Assign Tasks:** Delegate tasks, such as budget, food prep, marketing etc.
- **Develop Rain Plan:** NNO is a rain or shine event. However, you might want to change venue or date due to inclement weather.
- **Recruit Volunteers:** Write specific duty descriptions, time commitment and age requirements for greeters, set up/clean up, providing/running games, etc.
- **Invite neighbors, guests, and stakeholders:** Walk door-to-door, speak at a community meeting, give community members an invitation.
- **Timeline:** Work backwards from event date and set deadlines with each volunteer with a task.

## Location Ideas



- Front or backyard
- Parking lot
- Garage
- Community room
- Alley
- Street /cul-de-sac
- Public parks
- Recreation centers
- Place of worship

## Catering Ideas



**Barbecue**- Each household brings his or her own meat to grill

**Picnic**- Each household brings their own meal

**Pot luck**- Each household brings their own dish to share

**Catering**- Each household contributes to the purchase of food



## Activities for All- Ages

- Live music
- Parade
- Book /plant exchange
- Celebrate birthdays
- Races (sack or three-legged race)
- Ring toss contest
- Karaoke
- Water balloon toss
- Pet costume contest
- Front door decorating contest

## Neighborhood Organization

- “Neighbor of the Year” award
- Neighborhood successes
- Recruit members for organization
- Welcome new residents
- Update contact list
- Trivia
- Skill swap

## Beautification

- Clean-up
- Plant trees and flowers
- Enhance a public right-of-way
- Assist seniors with lawn maintenance

## Youth Activities

- Bicycle parade
- Sidewalk chalk art
- Games
- Face painting
- Bounce houses
- Make a banner or mural
- Scavenger hunt
- Skit or talent show
- Piñata
- Dance contest



# NATIONAL NIGHT OUT EVENT PLANNING WORKSHOP



City of Dallas



## Agenda

3 Minutes	<b>P+UD Overview</b>
2 Minutes	<b>Introduction to National Night Out</b>
20 Minutes	<b>Partnerships</b> <ul style="list-style-type: none"><li><b>Speaker, Jamee Rogers, Dallas Leadership Foundation</b></li><li><b>Speaker, Joli Robinson, DPD –Community Affairs</b></li></ul>
35 Minutes	<b>Event Planning</b> <ul style="list-style-type: none"><li><b>Speaker, Beverley Whittet, COD Special Events</b></li><li><b>Budget &amp; Sponsorship Exercise</b></li></ul>
5 Minutes	<b>Q &amp; A</b>
1 Minutes	<b>Conclusion</b>

## DEPARTMENT OVERVIEW

### Mission:

- Advance livability, economic vibrancy, sustainability, and equity throughout Dallas through effective planning and neighborhood engagement

### Key Neighborhood Services

- Build and strengthen neighborhood organizations
- Develop plans and policies to support neighborhoods
- Facilitate neighborhood revitalization in targeted neighborhoods



## NEIGHBORHOOD ORGANIZATION SIGN UP

### BENEFITS

- **Locate your neighborhood organization** on a public online map
- **Make City leaders and staff aware** of your neighborhood organization's existence
- **Keep your neighborhood organization informed** about City projects, initiatives, events, and capacity building training or grant opportunities

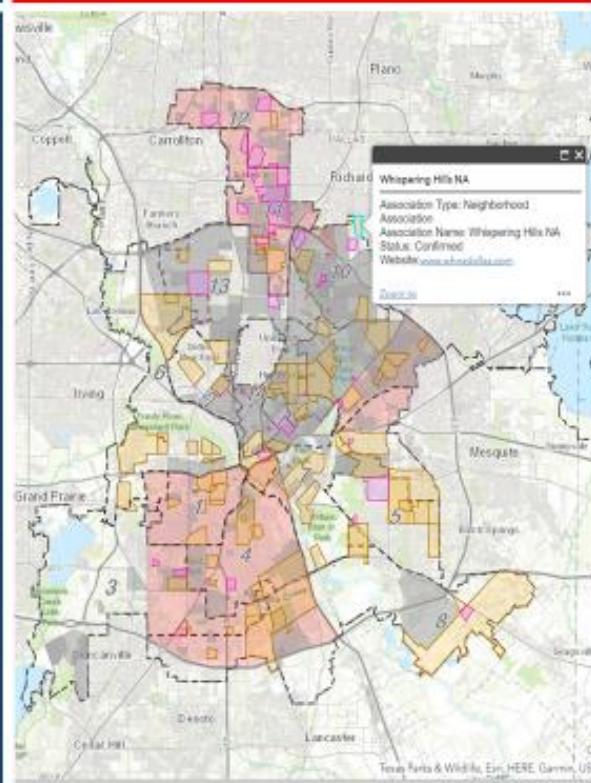
**Sign Up Now!!!**



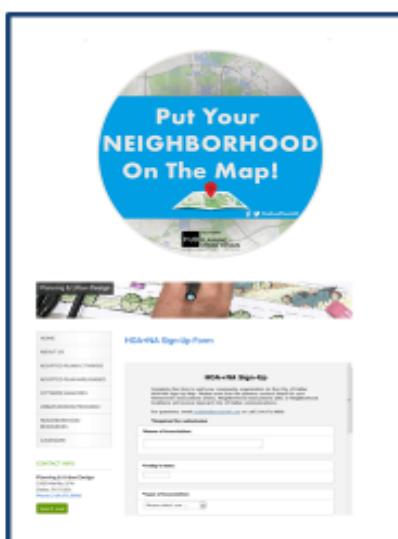
## NEIGHBORHOOD ORGANIZATIONS MAP

- Interactive online map
- Shows neighborhood boundaries provided by leaders of organizations

- Confirmed Homeowner Associations
- Confirmed Neighborhood Associations
- Neighborhood Coalitions
- Unconfirmed Organizations



## HOW TO SIGN UP



- Visit <http://bit.ly/DallasNOM> (case sensitive)
- Complete an online form or
- Complete a paper form and email to [pud@dallascityhall.com](mailto:pud@dallascityhall.com).
- **Form MUST be completed by an elected officer of the neighborhood organization**

## CAPACITY BUILDING WORKSHOPS



### Topics For New Organizations:

- How To Form a Neighborhood Association
- Navigating City Services
- Member Recruitment & Sustainability
- Building Partnerships & Coalitions
- All Things Beautification

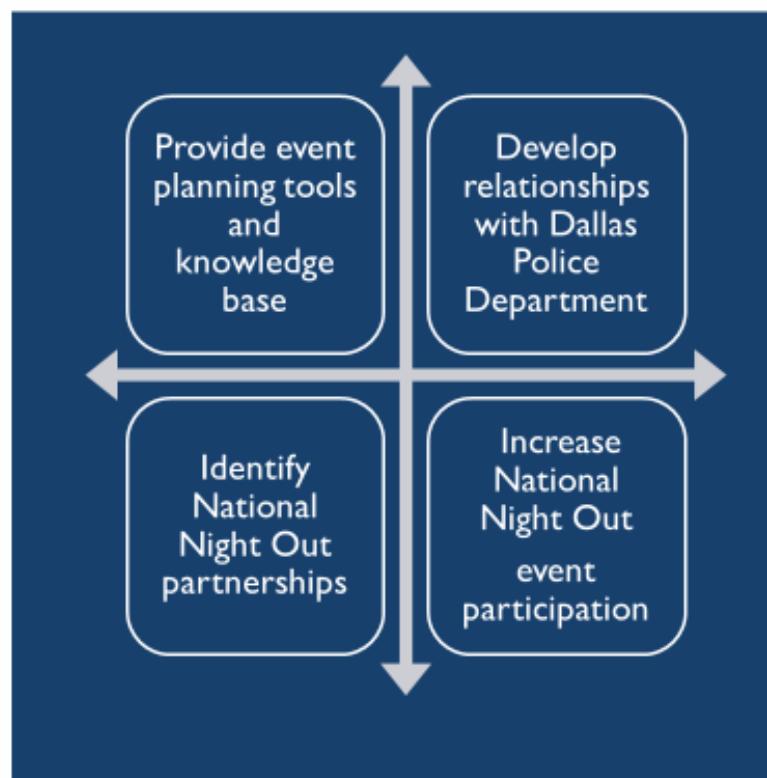
## CAPACITY BUILDING WORKSHOPS



### Topics For Established Organizations:

- Grant Writing 101
- Dallas Neighborhood Enhancement Grant
- Data & Maps to Empower Your Neighborhood
- ABC's of Zoning & Land Development
- How To Create a Neighborhood Plan

## WORKSHOP GOALS



## INTRODUCTION TO NATIONAL NIGHT OUT

## WHAT IS NATIONAL NIGHT OUT (NNO)?

An annual campaign that promotes police – community partnerships to make neighborhoods a safer place to live.



For More Info:

<https://natw.org/>

## NNO HISTORY

- Sponsored by the National Association of Town Watch
- Since 1984 in US & Canada
- Grown from 2.5 million to over 35 million residents
- Nationally – 1st Tues in Aug.
- TX - 1<sup>st</sup> Tues in Oct.

**Oct. 1<sup>st</sup>**



## **NATIONAL NIGHT OUT IS DESIGNED TO:**



## **PARTNERSHIPS**



# DALLAS POLICE DEPARTMENT

GUEST SPEAKER: JOLI ROBINSON

## PARTNERING WITH DALLAS POLICE DEPARTMENT

- Neighborhood Police Officer (NPO) serves your individual division and neighborhood.
- They act as a liaison between the neighborhood and Dallas Police Department(DPD).
- A NPO is assigned to each group, can share crime stats, and work to help address quality of life issues.



**Contact your NPO**

**NPO link:**

<http://www.dallaspolice.net/communitys>

**Additional Information:**

<http://www.dallaspolice.net/division/northcentral/crimewatch>

## HIGHLIGHTS OF DPD OUTREACH PROGRAMS

Blue in the School	Dallas Police Explorers	Dallas Junior Police Academy	Dallas Police Junior Explorers
<p>Four-week curriculum taught in 80 schools throughout the city by YOU staff and off-duty officers. Program provides life skill lessons to 4<sup>th</sup>-grade students.</p> 	<p>Program targets youth and young adults ages 14-20 interested in a career in law enforcement. DPD Explorers program has existed 45 years and is affiliated with Boy Scouts of America.</p> 	<p>Day long training session where students see how the Dallas Police Department operates and observe some of the more exciting aspects of police work.</p> 	<p>Fosters leadership, teamwork, and positive citizenship in school settings for student's ages 10-13. Students participate in physical training, character building, and community service activities.</p> 

## HIGHLIGHTS OF DPD OUTREACH PROGRAMS

### Office of Community Affairs

The purpose of Community Affairs and Employee Communications is to establish a continuous positive working relationship between the Police Department, its employees, and the community. The foundation of which is mutual trust and understanding



## HIGHLIGHTS OF DPD OUTREACH PROGRAMS

Police Activities League	UNIDOS
<p>A recreation oriented, youth program that emphasizes athletics, performing arts, mentoring and other activities that encourage youth to make positive life choices through regular interactions with Dallas Police officers.</p> 	<p>A Hispanic community outreach program provides assistance to Spanish speaking residents. The UNIDOS program was developed to provide valuable resources and information to the Hispanic community.</p> 

## IMPORTANCE OF SOCIAL MEDIA & PROMOTING THE EVENT





## EVENT PLANNING



## IDENTIFY THE EVENT TEAM

- Captain(s) – Event leader
- Fundraising - Raising \$, managing \$, writing solicitations
- Marketing - Creating flyers, publicize event, social media, Master of Ceremonies
- Volunteers - Setting up, servers, greeters, games, break down
- Logistics – Setting up table/chairs, decorations, catering



## EVENT TEAM COMMUNICATIONS



- Establish a regular meeting schedule
- Clearly define member responsibilities
- Create and distribute a contact list
- Create a Facebook page or Google docs to share information
- Develop event timeline

## TIMELINE

A well thought out plan is essential to the success of your event

- Work backwards
- Set key deadlines
  - Secure venue, finalize budget, create flyer, send sponsorship letters, schedule activities
- Start Early

## BUDGET

- Identify Needs
- Establish Costs
- Identify In- Kind
- Confirm Organizations Funds
- Seek Sponsors
- Collect Funds or Donations
- Purchase Items

## SECURING SPONSORS

**Event Sponsor:** Any person or company that donates money, services, or products to the event

- Make a list of potential sponsors – local businesses, retailers, entrepreneurs, residents
- Write/submit sponsorship letters/emails
  - Describe the purpose of NNO
    - Why it is important
    - Neighborhood impact
    - Sponsor recognition
- Invite sponsor to attend event
- Always send “Thank You” note

# BUDGET & SPONSORSHIP EXERCISE

Step I: Event Timeline  
Step II: Budget Sheet  
Step III: Sponsorship Letter



## SELECT A VENUE

### Utilize Neighborhood Spaces

- Street or cul-de-sac
- Front or backyard
- Parking lot
- Public space
- Recreation center or library
- School
- Place of worship
- Civic organization/ event hall

## VENUE CONSIDERATIONS

- Central location
- Inviting/ safe spaces
- Audience size
- Parking needs
- ADA accessibility
- Bathrooms
- Hidden costs
  - Deposits/cancellation fees
- Discounts
- Bad weather provisions



## CATERING CONSIDERATIONS

Identify the following:

- Amount of food
- Special dietary restrictions -gluten free, nuts, vegetarian
- Additional resources (Ex. napkins, plates, table clothes and cutlery)
- Establish catering budget
- Look at catering options (Get quotes)

Low Cost Catering Options:

- Potluck catering- everyone brings a dish
- Platters- supermarket catering is cheap and easy
- BBQ style- hot dogs and hamburgers
- Ice cream socials- popsicles, ice cream or slushies



## MARKETING



- Flyers/ posters
- Newsletters
- Social media: Facebook, twitter, Instagram, snapchat
- Email
- Phone calls / personal invites
- Door to door: Meet & Greet
- Door hangers
- Snail mail

## VOLUNTEER MANAGEMENT

### Recruitment

- Identify the types of volunteers needed
- Create a “prospect list”
- “Just ask” method

### Retention

- Keep assignments simple
- Recognize volunteers w/ badges or t-shirts
- Identify team leader for questions
- Make volunteering fun!

### Recognition

- Maintain volunteer database
- Say “Thank You” in different ways
  - Eg. Send note, email or post on social media
- Highlight positive volunteer experiences
- Ask for feedback

## DAY OF THE EVENT

### BEFORE

- Check weather forecast to prepare for the possibility of bad weather
- Arrive at least 2 hours early
- Wear comfortable clothing and shoes
- Greet and brief volunteers
- Set up decorations and signage
- Make sure equipment is working
- Set up registration table

### AFTER

- Make sure all invoices are paid
- Hold a debriefing meeting
- Keep an event file
- Share Success - post pictures/write Story
- Congratulations - YOU DID IT!

## PLANNING & URBAN DESIGN CONTACT INFORMATION

**214-671-8900**

**[www.dallascityhall.com/departments/pnv](http://www.dallascityhall.com/departments/pnv)**

**pud@dallascityhall.com**

** FaceBook /DallasPlanUD**

** Twitter @DallasPlanUD**

## Neighborhood Police Officers Directory

Service Area	Contact
Northwest 9801 Harry Hines Blvd 75220 214-670-6178	Diane Robinso, Sergeant 214-671-0569 <a href="mailto:Diane.robonson@dpd.ci.dallas.tx.us">Diane.robonson@dpd.ci.dallas.tx.us</a>
North Central 6969 McCallum Blvd 75252 214-670-7253	Karl Kemper 214-670-7247 <a href="mailto:Karl.kemper@dpd.ci.dallas.tx.us">Karl.kemper@dpd.ci.dallas.tx.us</a>
Northeast 9915 E Northwest Hwy 75238 214-670-4415	Gabriel Ortiz 214-670-4415 <a href="mailto:Gabriel.ortiz@dallascityhall.com">Gabriel.ortiz@dallascityhall.com</a>
Southwest 4230 W Illinois Ave 75211 214-670-7470	Brian Martinez, Sr. Corporal 214-670-6795 <a href="mailto:Brian.martinez@dpd.ci.dallas.tx.us">Brian.martinez@dpd.ci.dallas.tx.us</a> Michael Lambert, Sergeant
South Central 1999 E Camp Wisdom Rd 75241 214-671-4500	Perry Richardson, NPO Officer 214-671-4524 <a href="mailto:Perry.richardson@dpd.ci.dallas.tx.us">Perry.richardson@dpd.ci.dallas.tx.us</a> Michelle Thomas, Sergeant
Southeast 725 N Jim Miller Rd 75217 214-670-8345	Twana Walls, Sergeant 214-671-1633 <a href="mailto:Twana.thomas@dpd.ci.dallas.tx.us">Twana.thomas@dpd.ci.dallas.tx.us</a>

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