Parenting Fair

The Need

Raising a child is tremendously rewarding, but it often can be difficult and stressful. Child-rearing isn't learned overnight, and as parents attempt to fine-tune their abilities, they may not take actions that benefit their children most.

Sometimes, a single decision can impact a child, for better or worse, for the rest of his or her life. Nutrition, education, family unity, fitness, and safety are important for the overall well-being of children, but too often parents do not have the background and knowledge needed to make informed decisions.

Some parents are at a disadvantage from the start. Working parents often have difficulty spending quality time with their children due to job responsibilities. When both parents work, they have even less time to devote to children. Single parents face special problems raising children, such as attempting to fulfill the role of the absent parent and making sure children receive adequate family time and supervision.

"The current environment often leaves new parents without the knowledge, support, and resources necessary for a healthy beginning for their families," says Patricia Pollert, who is Perinatal Services Coordinator at St. Luke's Hospital in Fargo, North Dakota. "Parents, in general often are unaware of community programs that exist for their benefit."

Solution: The Parenting Fair

Proper child development is fundamental for children to grow up healthy, both physically and mentally. But for parents, each day is a new frontier filled with uncertainties. Kiwanians can help solve some of their problems by holding a "parenting fair," which educates parents about support sources for effective childrearing and helps today's children grown up to be healthy, happy citizens of tomorrow.

A parenting fair is a one-day or weekend event that:

- 1. Introduces parents to resources in the community.
- 2. Offers professional advice about parenting and child development, and answers questions raised by parents.
- 3. Provides an opportunity for parents in the community to interact and "trade notes."

Planning a Parenting Fair

Four components are essential for a parenting fair to achieve its goals effectively:

- Professional involvement
- Logistics
- Publicity
- Business sponsorship

Do each in the order presented here to avoid problems and difficulties.

Phase I: Professional Involvement

A parenting fair's thrust is to educate parents about raising children to be healthy, safe, and happy. Many agencies and programs exist that can help parents achieve these goals but remain unknown in the community. A parenting fair gives parents an opportunity to learn about and receive information from these support sources.

Who are they?

Possible parenting resources to invite to the parenting fair might include:

- Government health agencies—local, state, and federal levels
- Local, state, and national child health care organizations

- Local pediatric and medical associations
- March of Dimes
- American Academy of Pediatrics (state affiliate)
- Red Cross (local chapter)
- Child care experts
- Teachers
- YMCA and YWCA
- Social workers
- Child psychologists
- School guidance counselors
- Hospitals
- Clergy
- Coaches and physical education teachers
- Nutritionists
- Dieticians
- Nurses
- Cooperative Extension Service
- Stress centers—for adjusting to life with children
- Universities
- Child health notables or personalities for keynote addresses

Look at the list of organizations on the Priority One Advisory Council (included in your Young Children: Priority One kit) and request contact information about state and national organizations from the district Young Children: Priority One chairman.

How to involve them

Professional involvement is as important in the parenting fair's planning stages as in its implementation. Generally, professionals have more contacts in their fields than Kiwanians, and probably a good deal more influence. To involve professionals, take these four steps:

• Create a list of topics.

- Select a group of professionals to help you plan the fair.
- Hold a planning meeting with the professional group.
- Locate speakers and exhibitors.

Each step is explained below.

Create a list of topics

This is primarily for your benefit. It helps solidify your concept of what the parenting fair should accomplish. It will also help you:

- Decide who to invite to your planning meeting.
- Develop a preliminary agenda for the parenting fair.
- Determine which agencies and organizations to contact to set up booths.

The following topics can help you create your list. The club or professional group may want to add issues to the list they feel are important or have relevance in the community.

Child care

- Choosing child care
- Choosing a babysitter

Health and Safety

- Infant growth and development
- Nutrition
- Children's fitness
- Health issues
- Immunization
- Safety issues

Education

- Developmentally appropriate education
- Creative play
- Reading
- Drawing and painting

Family

- Discipline
- Fathering
- Family togetherness
- Sibling rivalry
- Single parenting
- Young parents (teens)

Influences on children

- Friends
- Peer pressure
- Self-expression
- Television and children

Spiritual and emotional well-being

- Psychological development
- Promoting self-esteem in children

Developing potential

- Encouraging exploration
- Recognizing and encouraging gifted children
- Developing talents
- Athletics

Select a group of professionals

Now that you have an idea of the issues the fair should address, you can more easily select a few professionals to invite to a planning meeting.

A good cross-section of individuals and representatives from organizations should be invited to the meeting including:

- Pediatricians or other medical professionals
- Child-care resource and referral agencies
- Family services agencies
- County health department
- County welfare department
- Emergency departments (police, fire, medical)
- Educators or child development specialists
- Clergy

 Various safety, medical specialty, or parent-oriented organizations

You may feel others are appropriate to invite who are not listed above, but attempt to limit the meeting to no more than a dozen professionals. A sample invitation letter appears on page 12.

Hold a planning meeting

After you've received commitments of assistance from professionals in various fields, your next step is to pull them together into a team. The quantity and quality of involvement from the professional community hinges on this core group.

During the meeting, once again explain the parenting fair and its goals. Ask for their participation and assistance in:

- Refining the topics to best address community needs.
- Developing an agenda that covers these topics.
- Gathering support from the professional community.

By holding this meeting, the club can create a "snowball" effect in which competent speakers and organizations are selected by their peers. In this way, club members won't need to locate professionals outside this core group to participate in the parenting fair.

Further, professionals may be more attuned to parenting problems in the community and can assist in developing topics and creating the most effective agenda for the parenting fair. Keep in mind, however, that many professionals are quiet passionate about the issues they contend with daily, and some may be overzealous in their desire to address

an issue which is of primary concern to them. The club needs to maintain control in ensuring that the fair has a well-balanced schedule of topics and that emphasized topics are agreed upon by all.

Find speakers

After a schedule of topics has been developed, ask the professional group to locate speakers who are highly competent on the topics.

Ask each professional to find a speaker in his or her area of expertise. For example, if a lecture topic is "child abuse," ask the professional from the local child abuse prevention coalition to find a speaker, not the nutritionist.

The agency or organization which a speaker represents must have a booth at the parenting fair, so that those who hear the lectures can obtain literature and additional contact information. Each potential speaker should be aware of this before committing to participate.

Plan for each speaker to give a half-hour lecture on his or her topic, followed by a question-and-answer period of fifteen to thirty minutes. This time schedule may be altered to accommodate a greater number of speakers or to allow more or less time as lectures merit. Allow about five minutes between lectures. Follow up on these details with a letter to the speaker. A sample follow-up letter appears on page 12.

Also, ask each professional to develop a list of organizations and agencies in his or her area of expertise that the club can invite to set up booths.

Phase II: Logistics

Once your professional group begins its work, you can turn to the "when, where, and how" aspects of the project. Before you launch publicity or find business sponsors, details of the event must be worked out.

There are seven logistical areas you need to plan for:

- Site selection
- Child care
- Provisions and materials
- Set-up
- Registration
- Entertainment
- Break-down and clean-up

Site selection

The optimal site for a parenting fair is a school with a gymnasium. A school has most of the facilities the club will need:

- Gym for booths and exhibits
- Rooms for seminars
- Audiovisual equipment to aid speakers with presentations
- Rooms for child care
- Kitchen for child care
- Restrooms
- Electrical outlets
- Tables and chairs

To arrange for use of a school, request a meeting with the principal and superintendent. A sample letter appears on page 11.

If no school is available, you'll have to find another location. In this case, you need to decide whether the fair should be held outdoors or indoors, Each has its advantages:

Outdoor—Outdoor settings provide an atmosphere that is less constraining and more suitable for large crowds. People have greater freedom of movement. In addition, outdoor settings are more likely to attract passers-by who previously had not heard of the event.

Indoor—Indoor settings do not depend on weather conditions. Buildings also

have convenient restroom facilities and electrical capabilities. Certain fire codes and other safety standards may need to be met. If the building is a public facility, check with its administrators or with local authorities to learn the requirements.

Indoor/Outdoor—Besides a school, the ideal setting will have both indoor and outdoor facilities, such as a fairground. Fairgrounds and public squares may have vacant buildings suitable for indoor activities, while the advantages of an outdoor setting would be retained. If such a setting is available, set up the indoor area so that outdoor activities may be moved in case of inclement weather.

Child care

Perhaps one of the most important services your club can offer to make the parenting fair run smoothly is child care while parents attend seminars. Parents will have difficulty concentrating on lectures—and thus may not bother coming at all—if they must tend to their children at the same time. A Key Club or Circle K club can help supervise child care. To set up child care, take these steps:

Locate a professional childcare provider—Ask a qualified child-care provider to make a list of safe and appropriate toys children should have to play with during child care. Ask that this list be limited to the toys the child-care provider would like to have in his or her own facility but doesn't. Then offer to exchange the items on the list for his or her services during the day of the parenting fair. If he or she is agreeable, purchase the recommended toys or ask for a donation, use them in child care at the parenting

- fair, then donate them to the child-care provider when the fair is over.
- 2. Proper facilities—Ensure that the area which will be used for child care has proper facilities close by, such as a kitchen and bathroom. Ask the child-care provider to list items the club will need to provide for proper child care.
- 3. Identification—To ensure safety for each child, the club needs to devise a method of identification between parent and child. This can be done in a number of ways, such as distributing wristbands with matching numbers for both parent and child or requiring a child-care registration form to be completed. A sample registration form for child care appears on page 10.

Provisions and materials

The club should decide if banners and signs will adorn the fair site. Both could be made by a Key Club and Circle K club. A schedule of the day's activities and lectures also will be important. A sample schedule appears on page 10.

Speakers should have a lectern and stage. If lectures are held outside or in a large room, a public address system with a microphone will be necessary. Lecture audiences will need chairs and exhibitors will need tables. Again, if your parenting fair is held at a school, these provisions will be readily available. Otherwise, you may have to rent them.

Set-up

When a site is secured, create a map of it. Booth sites, stages, eating

areas, child care, and other points of interest should be defined on the map and numbered. Each organization and business should be assigned a numbered area in the exhibit hall at which to set up. Send the map to them ahead of time.

Booth set-up should be done before the day of the fair, as unforeseen difficulties could delay the fair beginning on time. If the fair site is secure, set up as much as possible the day before. Make clear to all participants that their booths must be set up prior to the fair's starting time.

Registration and fees

A parenting fair must be free and open to the public. It is unlikely the club will reach the numbers of parents it should if a fee is involved.

On-site registration, however, is very important because.

- An important aspect of any service project is evaluation.
 One of the ways to evaluate the impact of your parenting fair is to determine the numbers in attendance.
 Further, the registration forms can help you make a demographic assessment if the appropriate questions are asked. A sample registration form appears on page 9.
- A record of who attends the parenting fair may be helpful to the agencies and organizations that become involved with the parenting fair. They may want to use this information to follow up with parents. An agency also may want to know if the fair enabled it to reach people in its focus area.

 Information will be required to keep track of children in child care. This can be done quickly and easily by using the registration form shown on page 10.

Entertainment and food events

The club may want to arrange for entertainment and food during the lunch break (which should last about one hour). If the club does not intend to have entertainment and/or food, a short lunch break should be planned.

However, food sales by sponsored youth groups during the lunch break could create an excellent fund raiser. Key Club or Circle K clubs could sell hot dogs, hamburgers, and soft drinks for a nominal cost.

Your Kiwanis club may want to setup its own food services as well, perhaps opening or closing the fair with a food event. The connection of such an event to the parenting fair could capture more attention and create a larger turnout.

If your club decides to go this route, remember two things: First, the parenting fair should not be a carnival. "A parenting fair is serious business. It should have a professional air, and nothing at the parenting fair should detract from that," says 1990 Committee Chairman Joe Riccio of the St. Marys, Georgia Kiwanis club. The St. Marys club staged a successful parenting fair.

Second, many parents and children attending the parenting fair may not be able to afford to participate.

If the club opts for a festival atmosphere, schedule special events at times other than when seminars are being held.

One way the club could avoid such conflicts would be to close the day with a food event and entertainment. The club could give "tokens" of some type to people at the conclusion of

each seminar they attend. At the end of the day, a specified number of tokens could be cashed in for a meal. This would serve as both an incentive and a reward for those who attend the seminars.

The club also could arrange entertainment for children and adults. Children's entertainment might include magic shows, puppet shows, games, contests, balloons, or clowns. Entertainment for adults might consist of music performed by country or jazz bands, door prizes, raffles, and talent shows or skits. Most entertainment can be arranged at minimal cost to clubs. Performers, such as musicians, usually do not work for free, but may accept the engagement for a reduced rate.

Break-down and clean-up

When the fair is over, club members should be formed into work groups to clean up the grounds and break down equipment. Trucks and trailers may be needed to transport borrowed or rented equipment back to its owners.

Phase III: Publicity

The St. Marys, Georgia, Kiwanis club learned two lessons from its parenting fair: Publicize more and clearly define what's being publicized.

Publicity is perhaps the key to your parenting fair's success. Parents cannot attend the fair it they don't know about it, and they probably won't know about it unless you publicize well. In addition, you may not be able to obtain adequate business sponsorship if you cannot provide publicity in return.

More importantly, make sure you have a clear and concise definition of a parenting fair to present to the public. The term "parenting fair" is not self-explanatory.

Begin publicizing a full four weeks before the fair takes place. "If you wait until two weeks prior, you've waited too long," Joe Riccio says. "Publicity should increase as the fair draws closer."

Use these methods, among others, to publicize the parenting fair:

Newspaper ads—Ask the newspaper to donate page space. Also ask newspapers and television stations to feature stories. Send out news releases, and contact editors and news directors. A sample news release appears on page 10.

Radio PSAs—Ask local radio stations to make short public service announcements. A sample script appears on page 11.

Distribute flyers—Flyers should be made and placed in businesses, public agencies, child-care centers, grocery stores, and other locations where parents of young children are likely to see them. Pass them out on street corners or at intersections. Also, place posters in windows of businesses. A sample flyer appears on page 10.

Perhaps the most effective method for flyer distribution is for students to take them home from school. Many school-age children have younger siblings. Ask schools to distribute the flyers to the students a full working week prior to the parenting fair.

Arrange as much free publicity as possible before you move to the next phase, business sponsorship. Publicity may depend in part upon donations from businesses such as print shops and the media. Approach them first.

Phase IV: Business Sponsorship

Once you have commitments from a variety of professionals and a welldefined publicity plan, your next step is to arrange financial sponsorship. Because first-rate professionals have endorsed the parenting fair and are participating, you have proof of the quality of your planning for possible business sponsors.

In order to be successful in this final phase of planning your parenting fair, it is advisable to involve professionals who are well respected and visible in the community. This will lend a great deal of credibility to your project, which will make acquiring business sponsorship easier.

The St. Marys, Georgia, Kiwanis club found commitment from the professional community essential in garnering support from businesses. "A business person wants to know the event will be first class," says Riccio. "A business doesn't want its name associated with anything less. Once a business sees that professionals are behind the project, the business will be more likely to support it, too."

The involvement of business serves these purposes:

Funding—Through monetary donations, you can defray the costs of the project. You should ask for a specified amount of money and cite what that money will be used for.

Product exposure—The presence of a business that deals in children's products can introduce parents to products on the market that will aid them in raising their children.

Door prize donations—An effective way to capture public attention and create good turnout at the parenting fair is by offering door prizes.

Businesses that are hesitant to give a monetary donation may be willing to donate a door prize or sell it to the club at cost.

Possible business sponsors include those that sell child-oriented products

or are active in bettering the community. Be sure to contact:

- Child-care services
- Supermarkets
- Food companies
- Toy stores
- Retail stores
- Child specialty stores
- Child clothing stores
- Book stores
- Pharmacies or drug stores
- Diaper services
- Shoe stores
- Dairy companies
- Athletic equipment and apparel stores

Gathering support from businesses is a three-step process:

- 1. Write a letter—Briefly introduce the Kiwanis club. Explain the parenting fair and its goals. Be sure to cite the professional support as well as other known business support. State in clear terms what you are asking of the business. Tell how the donation will be used. Specify what the club will do in return: publicity for the business, recognition on printed programs, verbal recognition. Also be sure to note that the parenting fair is free to the public. Mention that the parenting fair is educational in nature, that demonstrations and sample giveaways are welcome, but the emphasis should not be on sales. Sample letters appear on pages 11 and 12.
- Follow-up—Follow up with a phone call two or three days after mailing the letter. Be prepared to answer questions or concerns.
 Invite the business person to your next club meeting so he or she can experience the spirit of your club.

3. Gratitude—Express your gratitude with a letter, a newspaper advertisement, and a plaque. Space these gestures out over the "before, during, and after" stages of the parenting fair. This way, the business stays involved throughout the process. Gratitude is especially important for future sponsorship of other projects. Make the business feel its money and energy was well spent.

Before you approach even the first business, have the details of the parenting fair planned ahead of time. This way, you won't be surprised by questions to which you don't yet have answers; you'll know how much money you need to ask for; and you'll be able to say what that money will be used for.

"If you want to get good business support," Riccio says, "you have to put the program together, get commitments from recognized professionals, and have the means to give due credit to the businesses in return for their participation."

The Parenting Fair Committee and Club Participation

The club planning committee should consist of at least six members, three of whom must be dedicated. Implementing the fair requires participation from at least twelve additional club members. Each committee member will be responsible for organizing and arranging a certain aspect of the fair:

Professional participation—Writing letters to involve speakers, child-care agencies, and health-care agencies recommended by the professional planning group, and to meet their needs as participants.

Business participation—Contacting local businesses about financial sponsorship.

Entertainment—Arranging entertainment and determining supplies needed for entertainment, such as staging, lighting, and sound.

Publicity—Launching publicity, putting flyers or posters in businesses, mailing news releases, and contacting local media.

Supplies, provisions, regulations—

Selecting a site; arranging child care; obtaining supplies and equipment; setup; checking health and safety regulations to be certain the event occurs within the legal guidelines.

As committee chairman, you should coordinate these efforts and hold a weekly committee meeting to share information and set priorities. All committee members should be aware of the progress the other members are making, so that one does not make arrangements that will hinder another's. The committee chairman must tie it all together into a workable plan.

You may find that some areas involve greater work than others, so it may be wise to assign more than one

person to a task. You may even need a larger committee. In addition, there may be circumstances that require other categories to be added to the list above. Certain areas—such as supplies, equipment, set-up, and breakdown—may require many members of the club to be involved. When the fair takes place, you will want the entire club involved, if possible. Your committee members will be in charge of their assigned areas and will direct club members working with them.

Timetable

A parenting fair should be planned four months in advance. Planning ahead gives adequate time to work out details or problems.

Four months before the fair:

- 1. Determine the size and scope of the fair.
- 2. Develop a list for the professional planning group.
- 3. Find possible locations.
- 4. Develop a budget (\$500-\$1,000).
- 5. Set a date.
- 6. Hold a planning meeting.
- 7. Send out letters to possible participants.
- 8. Begin locating entertainment.

Three months before the fair:

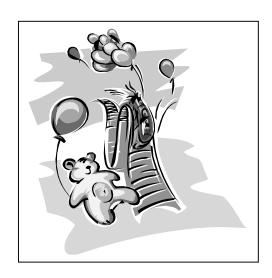
- 1. Secure funding to cover all expenses the club cannot meet.
- 2. Determine the number of participants; begin follow-up calls to those who have not answered; begin making confirmations; determine who will speak on what subject.
- 3. Confirm a location.
- 4. Begin checking safety and health regulations.
- 5. Begin asking for in-kind donations for publicity and door prizes.
- 6. Begin locating equipment and supplies.

Two months before the fair:

- 1. Make confirmations on speakers, businesses, and entertainment.
- 2. Map the layout of the fair.
- 3. Make a tentative program schedule.

One month before and until the fair begins:

- 1. Work out "bugs" and problems.
- 2. Begin publicity.
- 3. Arrange security for fair site and equipment, if necessary.
- 4. Print the program and distribute.



Parenting Fair Registration Form

Please take a moment to fill out this registration form. This information is completely confidential and will be released to no one unless otherwise specified by you.

ress:			
:		State:	Phone:
What is your age?			
Gender:			
□ Male	Female		
Do you have childre	en?		
Yes	No		
How many?		_ How old are th	ey?
Are you or your spo	ouse pregnant?		
Yes	No		
How did you learn	about the parent	ting fair? (Check all t	hat apply)
Newspaper		Church	
Radio		Work	
Poster/flyer		Friend	
School		Other	
TV			

Sample news release. Type your own, double-spaced releases similar to this one and send them to newspapers.

Sample program schedule

FOR IMMEDIATE RELEASE

KIWANIS CLUB OF HILLVILLE CONTACT NAME: BILL HILL TELEPHONE: 822-1544

KIWANIS PARENTING FAIR FILLS GAPS IN KNOWLEDGE

Local child care professionals and safety experts will converge on Hillville High School on Saturday, April 10, 1993, from 9:00 a.m. to 5:00 p.m., to instruct parents on the art of raising children at the Hillville Kiwanis Parenting Fair.

Parents with little or no experience raising children, and parents with children entering new stages of development, will receive expert advice from speakers representing such organizations as the Hill County Child Safety Commission, the State Department of Health, the Deering Child Development Research Center, and the Hillville Coalition for Quality Child Care covering topics such as poison prevention, health and fitness for children, early education, and prenatal nutrition. More importantly, parents will learn about agencies and organizations they can turn to for help.

"The parenting fair will give parents an opportunity to gain new insights into raising children," said Kiwanis committee chairman Bill Hill. "Parents face overwhelming challenges today. The Kiwanis Parenting Fair will be an invaluable source of information for them."

After the fair, the Hillville Kiwanis Club, along with the Hillville High School Key Club, will sponsor a fish fry starting at 5:00 p.m. Parents who attend seminars at the fair will receive tokens they can exchange for a meal. A home entertainment center door prize drawing and a performance by the Knitpickers bluegrass band will cap the day's events at 6:00 p.m.

Volunteer help from the Hill-n-Dale Child Care Center will allow parents to leave their children in child care while they attend seminars and browse more than 30 exhibit booths.

The event is also sponsored in part by Three-Ply Department Stores, Wally's Supermarkets, and Five-and-Under Clothing Stores.

PROGRAM SCHEDULE for The Kiwanis Club of Stratford's PARENTING FAIR

Saturday, May 8, 1993 Stratford Heights High School

9:00 Keynote Address

Dr. Frank Quackenbush

10:00 Lecture-Poison Prevention

Speaker: Joseph Nietzsche, Poison Control Center

11:00 Lecture—-Discipline

Speaker: Dr. Linda Dostoyevsky, Child Psychological Services

12:00 Lecture—-Health and Nutrition

Speaker: Dr. David Chekhov, Brayton University 1:00 Lunch break

2:00 Lecture—-Early Influences on Children

Speaker: Wanda Wittgenstein, Family Counseling Center

3:00 Lecture—-Single Parenting

Speaker: Donna Reed, County Social Services 4:00 Lecture—Child Safety

Speaker: Chris Dufresne, Coalition to Prevent Child Injury

5:00 Lecture—-Choosing and Affording Child Care

Speaker: Danielle Spinoza, Child Care Reform Network

6:00 Music—Backstreet Blues Band performing Kiwanis Club of Stratford Fish Fry—Price per meal: \$3.00.

Located in school parking lot.

All lectures will be held in the auditorium.

Printing for this program provided by KwikKopy.

Sample poster/flyer

PARENTS, DO YOUR CHILD A FAVOR!

DON'T MISS THE KIWANIS PARENTING FAIR

9:00 A.M. TO 5:00 P.M. SATURDAY, OCTOBER 5, 1993 AT INDIAN CREEK HIGH SCHOOL

This is your chance to:

- Hear lectures about parenting
- Get free advice from professionals
- Talk to other parents
- Win a valuable door prize

FREE CHILD CARE PROVIDED BY TINY TOT CHILD-CARE CENTER

DON'T MISS THIS OPPORTUNITY TO LEARN AND HAVE FUN!

SPONSORED BY:

GOUDY ENTERPRISES SOMERSET SUPERMARKET 3-Rs DEPARTMENT STORE BAUHAUS CONSTRUCTION THOMPSON ELECTRIC PARKVILLE HOTEL

Name: _

THE KIWANIS CLUB OF GRANDVILLE

Sample child care registration form

Child Care Registration

If you are leaving a child in child care, you must complete this form. The information asked for on this form is for your child's protection. It is confidential and will not be released.

It is confidential and will not be released.
Your name:
Your address:
Your phone:
How many children are you leaving in child care?
Child's name:
Age:Eye color:Hair color
Child's name:
Age:Eye color:Hair color:
Child's name:
Age:Eye color:Hair color
Signature:
ID#
GIVE THIS PORTION TO THE CHILD-CARE PROVIDER WHEN YOU PICK UP YOUR CHILDREN. DO NOT DISCARD.
Identification number:

SCRIPT #1 (45 seconds)

Parents! Would you like a free office call to a pediatrician? How about a whole day of free child care? Sound too good to be true?

It isn't if you attend the Kiwanis Parenting Fair at Washington High School, Saturday, November 8. It's an event designed especially for parents. You'll receive professional advice on raising children to make it less stressful for you and your kids. You'll also find out where to go when you need a helping hand raising your children.

It doesn't cost a penny. In fact, you'll receive a free meal. Plus you can win a valuable door prize. KinderCare Kid Care Center will watch your children all day.

Don't forget: The Kiwanis Parenting Fair, Washington High School, Saturday, November 8, from 9:00 a.m. to 5:00 p.m. The Kiwanis Parenting Fair is sponsored by Fred and Ed's Ice Cream, Kid Time Shoes, and Moore Pharmacy.

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SCRIPT #2 (30 seconds)

Children don't come with an instruction manual. Any parent can tell you that. Parenting is a tough job. Probably the toughest you'll ever have. But the Kiwanis Club of Lake Forest Heights's parenting fair can help you.

The Kiwanis Parenting Fair is an all-day event with exhibits and free seminars. You can also find out about professionals in Lake Forest Heights who help parents handle situations with their kids.

The Kiwanis Parenting Fair will be held at Fairview High School on Saturday, March 13, 1993, from 9:00 a.m. to 5:00 p.m. Child Watch Child Care Center will provide child care for all parents attending seminars. Don't miss out. Parenting's a tough job, but you can make it easier.

Sample letter to a business sponsor

May 10, 1994

Mr. Marty Heidegger, Manager Westgate Department Store 1435 Indiscernible Avenue Callipso, California 23423

Dear Mr. Heidegger:

The Kiwanis Club of San Andreas is sponsoring a "Parenting Fair" to promote child health, safety, and developmental education in our community. The fair will be held Saturday, October 18, 1994, from 9:00 a.m. to 6:00 p.m. at the San Papillion High School.

The purpose of this fair is to put parents in contact with parenting experts who will give them advice on raising their children in healthy, safe environments.

But that is only the first part.

There is a second, equally important aspect: These professionals will be recommending products that parents can purchase to help them raise their children, and the parents need to know *where* to purchase them. That's where you come in.

We are inviting a few community businesses to set up booths displaying child health and safety products that parents may purchase at your store. We would like your participation, too. As a business sponsor, you are encouraged to give demonstrations of products such as car seats, child-proof containers, educational videos or books, and other relevant products, and to hand out literature relating to them. Displays and banners are also encouraged.

As a service to our community, please work with us to help educate parents. Professional advice is worth much more if parents know where to go to put that advice into action. To help our club meet the costs of the fair, we are asking each participating business to contribute \$50 for printing the programs or to give an inkind donation for a door prize. Westgate Department store will be recognized verbally and on printed programs.

We look forward to your participation in this community-wide event. I will call you on May 15 to answer any questions you might have. If you would prefer to speak with me sooner, please call me at 555-3556.

Sincerely,

Al Camus Parenting Fair Chairman

Sample radio scripts

January 26, 1993

Mr. Mack E. Avelli Superintendent Fall River School Corporation 4235 South Rockville Road Oak Park, IA 56091

Dear Mr. Avelli:

There's a crisis in Oak Park: Ineffective parenting, the results of which can have a disastrous effect on our community's children. I'm certain that your experience as an educator has made you aware of the problem.

The Kiwanis Club of Oak Park wants to do something to change it. We want to sponsor a "parenting fair." A parenting fair is an all-day event at which parents receive advice from professionals about parenting and child-raising issues. They also learn about resources in the community that are available to help them be better parents. We already have commitments of participation from more than forty individuals and organizations.

We need help, though. We need <u>your</u> help, Mr. Avelli, and the help of all educators in Oak Park. First, we need a place to hold the fair. Would it be possible to use one of the two high schools in Oak Park on a Saturday in May? We also would like to request that teachers distribute a flyer for students to take home one week prior to the fair.

I'd like to arrange a meeting with you to discuss this proposal at length. I'll call you in one week to answer questions or concerns you might have.

Parenting is sloppy these days, Mr. Avelli, and pressures are high on both kids and parents. The Kiwanis Club of Oak Park wants to do its part to change this. We hope you can help us.

Sincerely,

Alan Watts Parenting Fair Chairman

Sample letter to a school superintenden

Sample solicitation of a business sponsor

May 15, 1993

Mr. Tom Hobbes, General Manager Bauhaus Industries, Inc. 1515 North Ash St. Saltville, Utah 93845

Dear Mr. Hobbes:

For more than forty years, Bauhaus Industries has been one of Saltville's top business leaders. Its contribution to our community has been invaluable, and we thank you for that. It is because of your leadership and concern for the community that I am writing you today.

Our community has a problem, Mr. Hobbes, one that has gone unaddressed for too long: Ineffective parenting. And it's the children who suffer most. Children are injured every day by unsafe products, poisonings, and an array of other misadventures that could be prevented. Some children are injured before they're even born because of poor nutrition or substance abuse by their mothers. Many working parents can't find affordable, quality child care and leave their children with persons who have no training—or worse, leave them at home by themselves.

In response to these and other problems, the Kiwanis Club of Saltville will hold a "Parenting Fair" on October 22 at Saltville High School. We are asking Saltville's most prominent business leaders to sponsor this community-wide event. The response from Saltville's businesses has been very encouraging, and we would like your participation, too.

Our club would like to work with you to develop a co-sponsorship of the Parenting Fair. We are asking our sponsors for a \$100 donation to help us meet publicity costs for this event. Your contribution would be noted verbally, in advertising, and on all literature published.

Your record of helping worthwhile causes has been outstanding. I hope we can count on you to help fulfill this great need. I will phone you in one week to answer any questions.

Sincerely, Fred Hegel Parenting Fair Chairman

Sample follow-up letter to a speaker

April 30, 1993

Ms. Melinda Corso, Director Aleutian Child Development Center 916 West Stony River Ave. Eek, Alaska 47356

Dear Ms. Corso:

Dr. John Locke of the Aleutian Child Advocacy Coalition recommended you to the Kiwanis Club of Eek as a speaker at our upcoming parenting fair. We were delighted when Dr. Locke reported that you agreed to speak at the parenting fair. I'd like to give you a few details of how things will be scheduled during the parenting fair, and about how you fit into the picture.

The parenting fair will be held at Eek High School, 2200 East Endicott Street in Eek on Saturday, September 13, from 9:00 a.m. until 5:00 p.m. The topic you've been recommended to speak about is **Stimulating Early Child Development** You've been scheduled to speak at **2:00 p.m.** in **Room 336**. Your lecture should last about 30 minutes, followed by a question-and-answer period of 15 to 30 minutes. Please call me if you plan to bring audiovisual materials. The school will provide AV equipment. As Dr. Locke mentioned to you, your organization should set up a booth for the entirety of the fair, so that parents can receive literature and contact information.

Just a reminder: The parenting fair is intended to provide parents particularly inexperienced parents with valuable information about raising their children, and to introduce them to resources that can help them later. Please remember to focus your lecture on methods and ideas that parents can take home and apply.

Ms. Corso, we believe this event will be a great success, and we're excited that you're participating. Thank you for getting involved.

If you have any questions, please call me at 555-8897. I look forward to working with you on this project.

Sincerely,

Bill Hume Parenting Fair Chairman February 12, 1994

Bert Russell, M.D., Director Center for Prenatal Study State University 3455 West New York Tacoa, GA 78633

Dear Dr. Russell:

Do you believe most parents are prepared to raise children? Are most informed about prenatal care, infant health, early development, safety, nutrition, and hundreds of other factors necessary for a child to be healthy and happy?

The Kiwanis Club of Tacoa doesn't think so, Dr. Russell, and we'd like to do something about it. We want to hold a "parenting fair," where parents can receive information about raising children. But we need your help.

First, let me introduce our organization: The Kiwanis Club of Tacoa is a local group of Kiwanis International, an organization of 350,000 men and women dedicated to community service, and, in particular, to the well-being of children. The parenting fair supports Kiwanis International's dynamic program Young Children: Priority One, which addresses the needs of children ages prenatal through five.

The parenting fair has three goals: To introduce parents to resources in the community; to offer professional advice about parenting and child development; and to provide an opportunity for parents in the community to interact.

This is why we need your help, Dr. Russell: the members of the Tacoa Kiwanis club believe that to achieve these goals, professionals must be involved in the planning process to decide what topics to address and to involve others in Tacoa's professional community. The club plans to handle all logistics of the fair, but we need your help to develop the content.

Please consider joining us for a planning meeting in two weeks at the Park Inn Hotel. We will be inviting other professionals from a variety of fields, and we would be grateful if you could attend, too. I will call you on February 19 to discuss your possible involvement. If you'd like to talk sooner, feel free to phone me at 555-7689.

Sincerely,

Jane Leibniz Parenting Fair Chairman

Sample invitation to a professional



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1-800-549-2647 U.S. and Canada
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