



Civic Season Kickoff Picnic *2023 Featured Event*

Developed by: Wyoming State Museum

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Planning on hosting this event at your organization?
Be sure to let Nia Mosby know so we can feature it! nia@historymadebyus.org

Program Title: Kickoff Picnic

Description: A public picnic featuring local community organizations and civic leaders. Guests can eat a free picnic lunch, enjoy music, network, listen to speakers, take pictures in a photo booth, and casually interact with partners and civic season resources at stations throughout the event.

Event format: *Public picnic*

Duration: 120 minutes

Time to plan: 12 weeks

Delivery: In-person

of People served: 50

Internal Information

Staff to Involve:

- (1) Event Lead
- (6) Staff Members

Staff time for the Day of the Program:

- (2) staff members to check-in guests for 2 hrs.
- (1) staff member for food station for 2 hrs.
- (1) staff member for each "mini workshop" station for 2 hrs.
- (1) staff member to attend photo booth for 2 hrs.

- (1) staff member to MC the picnic for 2 hrs.

Budget total: \$300

- **\$175:** Picnic food, drinks, & ice for 50 people
- **\$100:** Plates, Napkins, table cloths, table decorations
- **\$25:** Lumaboost photo booth subscription

Materials:

- Microphone and Speaker system
- Music
- Sunblock station
- Tables to set-up mini workshop stations for Civic Season superpower quiz and citizenship test

Public Program Information

Recommended ticket price: *FREE*

Program Prep:

- **2-3 Months out:** Invite partners to host booths, speak, or volunteer at the event (ideas include local representatives and officials, groups like the League of Women Voters, historical societies, libraries, volunteer organizations, college/university clubs, activist groups, etc). Have meetings with them as needed.
- **1-2 Months out:** Lock in partners, activities, and marketing plan. Begin sharing with local media, tourism sites, audience lists, social media, etc, at least 1 month before the event. Remember many print calendars and newsletters need plenty of lead time.
- **2 Weeks out:** Check-in meeting with partners to make sure everyone knows their role and they have an opportunity to learn what others will be doing.
- **3 Week out:** Make any online purchases to ensure they arrive on time (cups, plates, tablecloths, etc)
- **1 Week out:** Email reminder to partners and volunteers. Include logistics like parking, what to wear, etc.
- **1 Week out:** Order food & drinks (we used a grocery store bakery).
- **1 Week out:** Test AV, wifi, and other systems you'll be using. Get your photobooth subscription and design some green screen backgrounds
- **Day before:** Get the photo booth system working in advance, it can be a little time-consuming trying to set up the day-of
- **Morning of:** Pick up food & drinks, set up tables and tents, set up AV and any technology, set up photo booth

Event Schedule:

- **12:30** - Volunteers and partners arrive - orient them to their assignments
- **12:45** - Volunteers and partners in place
- **1:00** - Check-in begins, guests arrive
- **1:15** - Welcome/introduction from event lead
- **1:20** - Speaker #1
- **1:30** - Speaker #2
- **1:45** - Invite audience to enjoy the stations
- **3:00 pm** - Event ends

What works about this event?: The main cost for the event was food and drinks as all other materials were already on-hand. Which most other organizations may also have on hand as well. The event allows relationship building with local organizations who enjoy a venue to share their messages without requiring any activity/interpretive planning on the part of the host organization (you can utilize activities on the Civic Season website, like the superpower quiz and the US citizenship test). And it is an informal, non-intimidating way for the audience to engage with the topic.

Pro-tip: Although this program was planned for under 50 participants, it can be scaled to accommodate more participants

Marketing blurb: Join us as one of the 20+ locations hosting simultaneous celebrations to mark the start of this year's Civic Season. Enjoy lunch, music, and networking, and participate in a variety of mini-workshops to explore what you stand for – and learn how to amplify your voice. Hear from County Commissioner Gunnar Malm as he reflects on what he believes is our most essential duties as members of society, connect with the Cheyenne League of Women Voters, and more!

Created by Wyoming State Museum @wyomingstatemuseum for #CivicSeason with @historymadebyus.