



## Suggestions for Lodges to Host a Successful Child ID Event

Promoting your lodge's visibility in the community when hosting Child ID events is essential for increasing participation and reinforcing the positive role Masons play locally. Here are some suggestions on how Masonic lodges can enhance their visibility and promote their partnerships:

### Request to Host a Child ID Event and Supplies

- **Complete the Online Form:** To initiate the process of hosting a Child ID event, your lodge should complete the online form located in Grandview, or under the Child ID tab at [www.michiganmasons.org](http://www.michiganmasons.org)
- **Submit the Form:** Once the form is completed, submit, and our office will be automatically notified. The Child ID Coordinator will contact you within one week of the submission.
- **Coordination and Supply Delivery:** The Child ID Coordinator will discuss the event request with you, clarify the event date and the number of supplies needed, and coordinate the delivery of those supplies.
- **Post-Event Follow-Up:** After the event, staff will follow up to determine how the event went, assess any leftover supplies, and coordinate the return of any unused items.

### Familiarize Yourself with Child Abduction Information

- Take some time to familiarize yourself with child abduction information available on reputable websites such as the National Center for Missing and Exploited Children <https://www.missingkids.org/home> This knowledge will better equip you to address any questions or concerns raised during the event.

### Customize Your Child ID Table/Event with Family-Friendly Activities

- **Entertainment:** Customizing your Child ID events based on the needs and interests of your community will make them more successful and beneficial to everyone involved. Include family-friendly entertainment such as face painting, balloon animals, arts and crafts, and games to make the event more enjoyable for children.

### Collaborate with Local Organizations

- **Schools and PTAs:** Partner with local schools, Parent-Teacher Associations (PTAs), and daycare centers to host events. Schools can assist in promoting the event through newsletters, social media, and school websites.
- **Police and Fire Departments:** Work closely with local law enforcement and fire departments to provide the kits and support at one of their established safety events.
- **Health Organizations:** Collaborate with hospitals, clinics, or local health departments to co-host the event as part of a broader health and safety initiative.

### Use Multiple Channels for Promotion

#### Local Media Outlets

- **Press Releases:** Send press releases to local newspapers, radio stations, and TV channels about the event. Highlight the lodge's role and the partnerships involved.
- **Public Service Announcements (PSAs):** Work with local radio and TV stations to create PSAs that emphasize the importance of child safety and promote the event.

## Social Media and Online Presence

- **Social Media Campaigns:** Use Facebook, Twitter, Instagram, and other platforms to create event pages and share updates. Partner organizations can help by sharing posts to broaden the reach.
- **Local Websites and Forums:** Post event details on community websites, local parenting forums, and the city's events calendar.

## Flyers and Posters

- **Distribute Flyers:** Create and distribute flyers to local businesses, schools, libraries, and community centers. Include a list of partners to emphasize the collaborative effort.
- **Event Posters:** Place posters in high-traffic areas, such as grocery stores, malls, and parks. Ensure that your lodge's logo and partners' logos are prominently displayed.

## Highlight Your Lodge's Involvement

### Lodge Branding

- **Signage:** Use banners and signs featuring your lodge's name and logo at the event. Consider adding information about other community service activities your lodge supports.
- **Branded Apparel:** Have members wear lodge-branded shirts, hats, or badges to make your presence known and create a unified appearance.
- **Leverage Testimonials and Success Stories**

### Share Testimonials

- **Parent and Partner Testimonials:** Collect and share testimonials from parents who have benefited from previous Child ID events and from partners who have collaborated with your lodge. These can be used in promotional materials and on social media.
- **Impact Stories:** Highlight stories where the Child ID program has helped a family, if available. This personal touch can resonate with the community and emphasize the program's importance.

### Post-Event Recap

- **Media Coverage:** After the event, send follow-up press releases or articles to local media that summarize the event's success, including participation numbers and the positive impact it had on the community.
- **Social Media Highlights:** Post photos, videos, and highlights from the event on social media. Tag partners and local influencers to expand the reach.

### Foster Ongoing Community Engagement

- **Follow-Up Events**
- **Host Regular Child ID Events:** Consider hosting Child ID events regularly, perhaps quarterly or annually, to maintain a presence in the community.
- **Other Community Services:** Use the Child ID event as a springboard to promote other community service projects your lodge is involved in, such as charity drives, educational scholarships, or blood donation camps.

By strategically promoting your lodge's role and partnerships in the Child ID events, you can increase awareness, build trust within the community, and enhance the visibility of the Masonic fraternity as a vital contributor to local safety and well-being.

For assistance – 1-800-321-9357