



## Guide for Event Hosts

Thank you for your interest in participating in *Earth Day All Around Natick!* Before you register to host an event, please read this 2-pager and feel free to send any questions to us: [EcoNatick@gmail.com](mailto:EcoNatick@gmail.com).

### The Lay of the Land

EcoNatick, a local community group working to inspire climate action, invites you to participate in the 4th year of a ***reimagined*** Earth Day celebration. Our vision is that *Earth Day All Around Natick* will unite residents in learning and taking action toward more sustainable living, addressing greenhouse gas emissions that are creating the climate crisis, and appreciating our amazing life-sustaining planet.

On the weekend of **May 3-4, 2025** EcoNatick is partnering with community groups, organizations, families, individuals, businesses, and houses of worship to host Earth-friendly (mostly outdoor) activities *all over town* (think First Night or Artists Open Studios). We will feature these events on [EcoNatick.org](http://EcoNatick.org), along with an interactive map and schedule.

### Ideas for Events

We envision that *Earth Day All Around Natick* will include a variety of hands-on, educational and FUN activities, and invite you to be creative in planning your event. Garden tours, energy equipment show-offs, trail clean-ups and meditative walks - all ideas are welcome! If you need inspiration, contact us.

Our celebration will also feature the “Earth-Friendly Fair,” on the Town Common on Saturday May 3, 9am-1pm. We welcome up to 25 **informational tables/booths** that follow our theme: “Make a shift, give the Earth a gift.” We envision that each booth/table will offer a specific action (“shift”) people can take, and why it’s important. We’re offering a fun “passport” to encourage families to circulate. Bring your own table and materials, and indicate your intention on the registration form (see next page).

## How to Host an Event - The Fine Print

### **As an event host, we ask you to please:**

1. Register your event using our [Event Host Registration Form](#) **by April 15, 2025.**

*See below for a Sneak Preview of the questions on the Registration Form.*

2. Send us **an image** to feature with your event description on [EcoNatick.org](#) and on Facebook.

We will need a JPG that is not copyrighted, < 5MB size, landscape proportions. Send it as an attachment by email to [EcoNatick@gmail.com](mailto:EcoNatick@gmail.com). If you hosted last year, we have your photo, or send us a new one. Contact us if you need any help.

3. Use our **branding** for social media posts, printed materials, etc. We'll provide a media kit with everything you'll need.

4. Post our **lawn sign** in a visible street location to help people find your event. We'll deliver it, and pick it up afterward for reuse next year.

5. Ask your participants to **sign in with a name and email address**. You can use paper forms on a clipboard or an electronic method, whatever is easiest. We'll collect this from you afterwards.

6. Take some **photos** and/or **videos**! We'll ask you to share some with us that we might post after the weekend (we suggest letting folks know about that when you film them).

### **As the organizers, EcoNatick will support you by:**

1. Promoting *Earth Day All Around Natick* online and with local media.

2. Posting your event on [EcoNatick.org](#) and on social media.

3. Creating other online materials for participants (map, schedule, etc.).

4. Providing overall coordination for the weekend's activities, including the Earth-Friendly Fair.

5. Providing *Earth Day All Around Natick* branded materials for your use, including media kit and lawn signs.

## Sneak Preview - Event Host Registration Form Questions

**Contact info:** email, first and last name, phone number.

**Organization** you represent (if relevant), its URL and social media presence.

**Name of your event** (feel free to be creative).

**Date** (Sat, Sun, both), start time, end time.

**Indicate interest in tabling at the Earth-Friendly Fair on The Common** (Sat, 9am-1pm)

**Weather dependency** - will your event happen rain or shine?

**Reservations** - if required, please provide the reservation URL and/or phone number.

**Accessibility restrictions** - what should participants know? (Check any that apply) such as:

(a) Not accessible to wheelchairs (b) Uneven ground or steep slope (c) Tight quarters

(d) Parking proximity may challenge those with limited mobility (e) Other.

**Street address of your event** (this will be the location of your pin on our map).

**Location Name** (if helpful, e.g. Coolidge Hill, Cole Center, Dug Pond...).

**Description** of your event (lots of room for details).

**Category** (choose the best fit or "other"), such as (a) Home Energy (b) Land, Soil, Water (c) Activism & Education (d) Transportation (e) Solar (f) Waste & Recycling (g) Food (h) Other.

**Special instructions** for participants (e.g. parking, wear boots, bring binoculars...).

**Anything else** we should know about your event?

**Still have questions? Contact us at [EcoNatick@gmail.com](mailto:EcoNatick@gmail.com)!**