

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.

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, 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. 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!