



## Suggestions to help promote toy libraries on National Children's Day

- 1) Find out what else is happening in your community for Children's Day and see if you can link in with those events- that is so much easier than running a stand alone event. Check out your local council website and also the national children's day website
- 2) This day is about raising the profile of your toy library rather than fundraising, so have fun being involved
- 3) Log on to [www.childrenday.org.nz](http://www.childrenday.org.nz) and register your toy library, then you can order some resources for your toy library. They have activity books that you can give away which include a section on toy libraries
- 4) SKIP, the parenting promoters also have resources available to give away that promote a good family message
- 5) Remember the whole concept is about promoting families, love and affection so keep it simple and don't put too much stress on yourselves to make this happen.

## POSSIBLE PROMOTION IDEAS



- Advertise a **picnic day** for your members at a local park and put up signage for your toy library on site.



**Art in the Park**- encourage children to bring in their art works and display these in a public place to create a walk that families can take on a Sunday afternoon. Art work can be stapled to trees along the way (small staples do not damage established trees and can be removed easily at the end of the day)



Set up a **college table in a local mall** and encourage families to join in making a mural which then can be displayed somewhere (remember to include your toy library name on the banner for promotion)



A **Sunday drive** - invite families to arrive at a designated safe place on Sunday 6<sup>th</sup> March so the children can ride their ride ons on a set route. Talk to your local sports coordinator if you have one as they may be able to help with road cones to mark out a track in a sports ground or park for you.



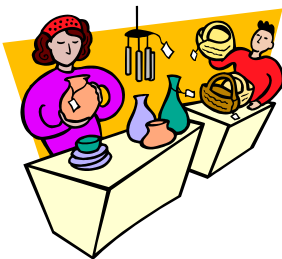
**Church Service** - If your toy library is part of church, speak to them about the possibility of being involved in their service in some way on Children's Day.



Consider a **"play in"** on the afternoon of Sunday 6<sup>th</sup> March. Promote the idea of families coming along to a local hall to play together



A **Hop Scotch trail** - a pack of chalk and a concrete or surfaced space is all you need to encourage people to play. Try and get your local radio station or newspaper on board as a way to promote this idea.



Set up a **playtable** somewhere and encourage people to join in play (Did you see the James May toy programme on TV last year where he set up plasticine on the footpath by the train stations and people all stopped to play. We are all kids at heart.

Have fun!!

