

COMMUNITY OUTREACH

**BUILDING COMMUNITY RELATIONSHIPS
THROUGH YOUR WATER SYSTEM**

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SPECIAL OR ANNUAL EVENT

CELEBRATE MILESTONES WITH A SPECIAL EVENT.



ENGAGE YOUR COMMUNITY YEAR AFTER YEAR WITH AN ANNUAL EVENT.



Local Vendors • Bounce House • Food & Drinks
Trunk or Treat • Costume Contest

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GETTING STARTED

- ASSEMBLE A TEAM OF VOLUNTEERS
- PICK A THEME
- DECIDE ON A LOCATION, DATE & TIME
- ESTABLISH A BUDGET
- ASSIGN COMMITTEES & VOLUNTEERS
- SCHEDULE FUTURE TEAM MEETINGS TO KEEP EVERYONE ON TASK.

CONSIDER:

- ASKING OTHERS IN THE COMMUNITY TO VOLUNTEER.
- TIME OF YEAR AND WEATHER CONDITIONS.
- ACTIVITIES THAT ARE INEXPENSIVE AND EASILY EXECUTED.
- OTHER EVENTS THAT COULD BE IN NEIGHBORING COMMUNITIES/TOWNS.

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ADVERTISING & PROMOTION



- NEWSPAPER ADS – LOCAL NEWSPAPERS USUALLY HAVE LOW COST OR NO COST ADVERTISING SECTIONS.
- SIGNAGE – BURMA SHAVE SIGNS OR POLITICAL SIGNS PLACED IN THE SURROUNDING AREA OF THE EVENT.
- POSTERS & FLYERS – LOOK FOR LOW COST PRINTING OPTIONS. PLACE THESE AROUND TOWN AT DIFFERENT LOCATIONS WHERE YOUR CUSTOMERS SHOP.
- SOCIAL MEDIA – USE PLATFORMS LIKE FACEBOOK, TWITTER, INSTAGRAM, ETC.



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FACILITIES & DECORATIONS

- FACILITY – ENOUGH SPACE FOR TABLES, CHAIRS AND ACTIVITIES.
- DECORATIONS – BRIGHT & FESTIVE. PURCHASE FROM LOW COST SITES LIKE ORIENTAL TRADING FOR TABLE COVERS, TABLE SETTINGS, ETC.



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ENTERTAINMENT, DOOR PRIZES, & CONTEST PRIZES

- HIRE A DJ OR OTHER MUSIC
- PURCHASE DOOR PRIZES
- PRIZES FOR KIDS CONTEST
- GIVEAWAYS - PROMOTIONAL CANVAS TOTE BAGS, HATS, TAKE CARE OF TEXAS MATERIALS, ETC.

CONSIDER:

- LOCAL BUSINESSES, ARTISANS.
- PHOTOGRAPHER
- LOCAL FIRE DEPARTMENT, EMS, & BLOOD DRIVE ORGANIZATION
- HISTORIAN, ORGANIZATIONS, COUNTY/STATE OFFICIALS, LOCAL NEWSPAPER



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FOOD & BEVERAGES

- HAMBURGERS/HOT DOGS, INDIVIDUAL BAGS OF CHIPS, CONDIMENTS
- DECORATED CAKE THAT SERVES 100 OR MORE PEOPLE, COOKIES, ETC.
- PLENTY OF BOTTLED WATER, TEA, COFFEE, SODA
- PAPER GOODS



CLEAN UP

- ASSIGN A CLEAN UP CREW
- TRASH DISPOSAL
- STORAGE BINS FOR DECORATIONS AND OTHER SUPPLIES
- RETURN ANY RENTAL ITEMS



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TIPS FOR A SUCCESSFUL EVENT

- START PLANNING 4-6 MONTHS AHEAD
- SECURE A SITE FOR THE EVENT IMMEDIATELY!
- MEET WITH VOLUNTEERS AT LEAST ONCE A MONTH AND MORE FREQUENTLY DURING THE LAST 4 WEEKS PRIOR TO EVENT. HAVE A CHECKLIST!
- MAKE RESERVATIONS FOR RENTAL ITEMS 30 DAYS IN ADVANCE.
- ORDER GIVEAWAYS, PURCHASE DOOR PRIZES 30 DAYS IN ADVANCE.
- OBTAIN SUPPLIES NEEDED FOR FOOD, GAMES, CONTESTS.
- ADVERTISE 10-14 DAYS OF THE EVENT. IF YOU ARE USING ROAD SIGNS, GET PERMISSION FROM TXDOT.
- SEND INVITATIONS TO SPECIAL GROUPS AND ORGANIZATIONS 30 DAYS IN ADVANCE.
- SECURE VENDORS AT 3 MONTHS. PLACES LIKE CARTER BLOOD MAY REQUIRE 1 YEAR IN ADVANCE.
- ASK VENDORS TO BRING PROMOTIONAL ITEMS AND CONTRIBUTE TO YOUR DOOR PRIZES.
- USE THE EVENT FOR A FOOD OR CLOTHING DRIVE FOR DISTRIBUTION TO LOCAL CHARITIES.
- INCLUDE ITEMS THAT PROMOTE THE WATER INDUSTRY. **TAKE CARE OF TEXAS** PROMOTIONAL MATERIALS ARE FREE!



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