



POLICE-COMMUNITY PARTNERSHIPS

# Guide

## & Coordinator toolkit



# Hello.

Thank you for your registration and interest in National Night Out 2021.

We are excited to celebrate a safer, more caring community with you and all of our neighbors across the nation.

National Night Out is celebrated on the first Tuesday in August. The date for NNO 2021 is August 3. The state of Texas and select areas celebrate the first Tuesday in October.

Our National Night Out 2021 Guide and Coordinator toolkit provides you with information and resources to assist in planning a successful National Night Out campaign in your community.

Together, we can.

# Trademark regulations

## The National Night Out name,

logo or variation thereof may not be reproduced onto any type of promotional goods or products. National Night Out is a registered trademark of the National Association of Town Watch. Unauthorized use is subject to legal action by NATW under applicable federal and state law.

## Can we use the logo?

The National Night Out name, logo or trademarks may be used on local promotional materials including flyers, posters, announcements and literature. However, it may not be used on promotional goods or products including apparel and accessories.

## Additionally,

Use of the National Night Out name, logo, or variation thereof by any commercial, for-profit company, except those approved and recognized by NATW, is strictly prohibited. Any company who supports your local National Night Out may not have its participation or association with National Night Out publicly advertised, displayed or promoted, unless they are registered as an official partner with NATW or we extend advanced written approval. The name and logo may be used on a limited basis by nonprofit organizations and agencies registered each year for National Night Out at [natw.org](http://natw.org).

REQUEST THE LOGO

[NATW.ORG/CONTACT](http://NATW.ORG/CONTACT)

# About us

## We are

a nonprofit organization dedicated to enhancing the communities in which we live and work.

# 1984

is when we introduced the National Night Out campaign.

An annual community-building campaign that promotes strong police-community partnerships and neighborhood camaraderie to make our neighborhoods safer, more caring places to live and work.



400 communities  
23 states  
2+ million neighbors

The first year

## Together, we can

enhance the relationship between neighbors and law enforcement while bringing back a true sense of community.



provide a great opportunity to bring police and neighbors together under positive circumstances.



# 66

The best way to build a safer community is to know your neighbors and your surroundings. National Night Out triumphs over a culture that isolates us from each other and allows us to rediscover our own communities.

**KAY BAILEY HUTCHISON** SENATOR

# 38

million neighbors

# 16

thousand communities

# 38

years of NNO

# Plan your campaign

**1**

## **Introduce the idea**

Start the conversation about National Night Out with your neighbors, colleagues and community to generate interest in coordinating a campaign.

**2**

## **Build a team**

Establish a committee of volunteers who expressed interest in the idea of coordinating a National Night Out.

SEE PAGE  
**25**  
VOLUNTEER  
SIGN-UP FORM



# 3

## **Delegate responsibilities**

Schedule a meeting with your committee to discuss who is responsible for what.

## A few things to think about

- ▶ Type of National Night Out event
- ▶ Food and non-alcoholic beverages
- ▶ Entertainment and activities for the kids
- ▶ Time and location of your event
- ▶ Fundraising, contributions and donations
- ▶ Advertising and marketing
- ▶ Communication with the local media
- ▶ Vendors at your event
- ▶ Involvement from local non-profits, local businesses, and special guests



Neighborhoods across the nation host block parties, festivals, parades, cookouts and various other community events with safety demonstrations, seminars, youth events, visits from emergency personnel, exhibits and more.

# 4

## Get started

Begin to work on your assigned responsibility for the campaign. Schedule regular meetings to discuss progress.

# 5

## Spread the word

Because if they don't know, they won't come. See Ways to promote your event for reference.

## Ways to promote your event

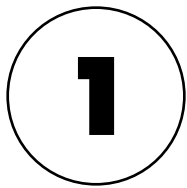
- ▶ Customize and distribute the flyer template
- ▶ Use a robo call system (for law enforcement)
- ▶ Create and share an event on social media
- ▶ Build a relationship with the local media
- ▶ Develop a press release and send to the media
- ▶ Attend community events prior to yours
- ▶ Send an email via an established mailing list
- ▶ Mail an invitation from your local police chief
- ▶ Collaborate with other groups, organizations, clubs, commissioners, politicians (elected only)

REQUEST THE LOGO

[NATW.ORG/CONTACT](https://natw.org/contact)



# Make it all happen



## Starting with the basics

**Think about the type of event** you want to have, a smaller block party or larger centralized event.

## Location ideas for your centralized event

- ▶ Local park or open field
- ▶ Shopping center parking lot
- ▶ Township fire house or police department
- ▶ Community center or church
- ▶ School athletic fields
- ▶ Swim club or athletic center
- ▶ Closed street in your city or town



### **Covid-19 Alternatives**

Host a virtual NNO  
Plan a drive-thru food drive  
Coordinate a caravan

### **Things to consider**

Expected attendance  
Parking availability  
Access to bathrooms  
Power and water supply

# 2

## Ideas for food & beverages

### The food

- ▶ Hot dogs, sausages or bratwurst
- ▶ Hamburgers and veggie burgers
- ▶ Hoagies and sandwiches
- ▶ Pizza
- ▶ Popcorn, chips and pretzels
- ▶ Funnel cake, ice cream, cookies and donuts

### and the beverages

- ▶ More than enough bottled water
- ▶ Assorted soda and juices
- ▶ Lemonade and iced tea
- ▶ Root beer floats



# 3

## Activities and entertainment

Incorporate activities for the kids and entertainment for all ages. We listed some ideas that have been tried by your neighbors across the nation.

### Try something new this year

- ▶ DJ, local bands or artists, radio station
- ▶ Face painters, clowns, magicians and jugglers
- ▶ Moon bounce, dunk tank, carnival rides and games
- ▶ K9 demonstration and emergency personnel display
- ▶ Ice breaker games, superlatives
- ▶ Scavenger hunt
- ▶ Water balloon toss
- ▶ Talent show
- ▶ Police-community basketball or softball game
- ▶ Coloring activities, chalk art, poster contest
- ▶ Caravan, parade, run, walk or bicycle ride
- ▶ Helicopter landing
- ▶ Proclamation signing
- ▶ Visit from Nat the Knight



“

Parents and their children have the opportunity to see squad cars, various emergency response vehicles, a medical helicopter, learn about a wide variety of safety topics and partake in numerous interactive family friendly activities. The department's public safety partners from the public, nonprofit and business sectors also participate.

**POLICE CHIEF ERIC WERNER** MAPLE GROVE, MINNESOTA

# 4

## Involve your community

The National Night Out campaign is designed to enhance police-community partnerships and provide an opportunity to get to know your neighbors. Therefore, it's important to involve your entire community, including your local law enforcement agency and first responders, elected politicians and officials, local public figures, local non-profit organizations and your neighbors.



# 5

## Vendors at your event

Prepare for inquiries from local businesses, non-profit groups and organizations to get involved with your National Night Out campaign. Vendors can provide another element to your event and tremendous value to your guests with information, resources, giveaways, games and more.

- ▶ Maintain a list of vendors, including contact information
- ▶ Establish a deadline for vendors to get involved
- ▶ Create a label per vendor table for day of

# 6

## Ask for donations

We encourage you to ask, and do so early. Approach your local businesses, restaurants and other organizations to request donations and contributions. Draft a request letter and include a flyer that provides more information about your National Night Out event.

*A few examples of popular donations or contributions in years past across various communities include cases of water, paper goods and pizza.*

# 7

## Thank you for everything

National Night Out takes a tremendous amount of time, energy and effort. The hard work put forth by yourself, volunteers and the entire community should not go unnoticed. Therefore, be sure to say thank you.

SEE PAGE  
**30** Donation request letter template

SEE PAGE  
Thank you letter template **33**

# Becoming a member

## Registration

for the National Night Out campaign

it is required each year

free

## Membership

for National Assoc. of Town Watch

not required each year

cost

Why? Because you will get some cool stuff

\$25 off your first National Night Out shop order

5% discount on all National Night Out shop orders

free golf shirt with your order, exclusions apply

[NATW.ORG/MEMBERSHIP](https://www.natw.org/membership)

\$35/year

# Awards

Presented by Academy Sports + Outdoors

Our awards program recognizes registered communities for participation in the National Night Out campaign. **Exclusive for members of NATW**



# Take part in the awards program

Your community is encouraged to submit a post-project report and compete with communities of likesize across the nation. We ask that your submission documents all phases of the National Night Out campaign while effectively communicating its success and efforts put forth by your community.

## June 1

### 1. Become a member of NATW

NATW membership is required to be eligible for entry into the awards program. Please join or renew your membership before the awards entry deadline.

[NATW.ORG/MEMBERSHIP](https://natw.org/membership)



## June 10

### 2. Enter the awards program

Complete the online entry form on our website. Your NATW membership number is required and can be found on all NATW membership invoices and receipts.



[NATW.ORG/AWARDS](https://natw.org/awards)

# July 6

## 3. Submit your preliminary agenda

Send an email to [info@natw.org](mailto:info@natw.org) with a general overview or outline of your plans for National Night Out this year.

[INFO@NATW.ORG](mailto:INFO@NATW.ORG)



# September 21

OCTOBER DEADLINE: OCT. 29

## 4. Send us your report

Document your National Night Out campaign in a comprehensive post-project report. Our team will review and evaluate all eligible submissions.

Our mailing address:

NATW  
308 E. Lancaster Ave., Ste. 115  
Wynnewood, PA 19096

# What to include in your report

## Intro

Provide us with a general overview of your National Night Out campaign.

- ▶ Estimated attendance statistics
- ▶ Impact on your community
- ▶ Feedback from your community

## People

Tell us who was involved and how you were able to build a successful campaign together.

- ▶ Local groups and organizations
- ▶ Local businesses
- ▶ Volunteers and community leaders

## All of it

### **We want to know everything.**

Communicate to us your success, what you incorporated into your campaign, who attended, everything about it.

## Media

- ▶ Local news coverage
- ▶ Event photos and video
- ▶ Sample posters and flyers

and anything else that visually communicates the success of your campaign.

# Evaluation of your report

## Overall campaign

A well displayed structure of planning and commitment to building your National Night Out campaign with significant results and impact in the local community.

## Community involvement

The level of involvement, participation and support from local law enforcement agencies, first responders, neighbors, community groups, organizations and businesses.

## Special events

Implementation of effective local programs with a clear impact on participation, coverage, awareness and overall success.

A few examples of programs that have been implemented across various communities in years past include Dog Walker Watch, Project365 and NNO kickoff events.

## Overall report

Your submission includes the required post-project report form available in Update Two, an introduction, documentation of your campaign, photos, video and feedback.

## Everything else

Timely submission, support of our national partners, a clear representation of our mission and brand, efforts to grow the local campaign and implementation of new programs in your community.

# Project

## Some ideas for you to get started

Focus on an area plagued by crime and drugs

Clean up areas with graffiti or illegal trash

Launch the Dog Walker Watch program

A robbery or burglary reduction plan

Improve a poorly lit corner to deter prevalent criminal activity

## National Night Out is only one night, what about the other 364 days in a year?

We encourage you to work together with the assistance of law enforcement towards a common goal over the course of one year to build a safer, more caring community to live and work.

**1**

### The Goal

Establish a goal or designate a problem in your community.

**2**

### Build it

Develop a plan and work towards your established goal.

**3**

### Document

Track progress of your efforts throughout the campaign.

**4**

### Share it

Share your results with the community and in your post-project report.



“

My hope for starting National Night Out was to reach the community, especially, and let them see the officers of our department in a positive light. This event brings police officers and the members of our community together in a fun setting and gives them the opportunity to get to know the officers and ask questions. It brings us to them, instead of them having to come to us.

**LIEUTENANT MATT OGLESBEE** BLUFFTON, SOUTH CAROLINA

# Shop for products



## Visit us online

**All orders must be placed online** unless otherwise approved by us. We are not legally authorized to take orders over the phone. Any orders received via mail or fax will have a longer estimated processing time.

[NATW.ORG/SHOP](https://NATW.ORG/SHOP)

## Payment options

### Credit card

We accept all credit cards

### Purchase Order

For law enforcement agencies and cities only

### Check Payment

For law enforcement agencies and cities only. Otherwise, your order will be shipped once payment is received.

### Quote

This is not an order. Contact us to begin processing or to proceed with payment after a Quote is submitted online.

## Coupon codes

Available for members

SEE PAGE

15

# Coordinator toolkit

Resources for you to use throughout your National  
Night Out campaign. Available starting on page 25



# Volunteer sign-up form



Name

Email

Phone


# Local registration form

Coordinator

Location

Attendance

Time

Planned activities and notes

Please register for free at [natw.org](http://natw.org), too



# Volunteer responsibility form

Name

Responsibilities

Email

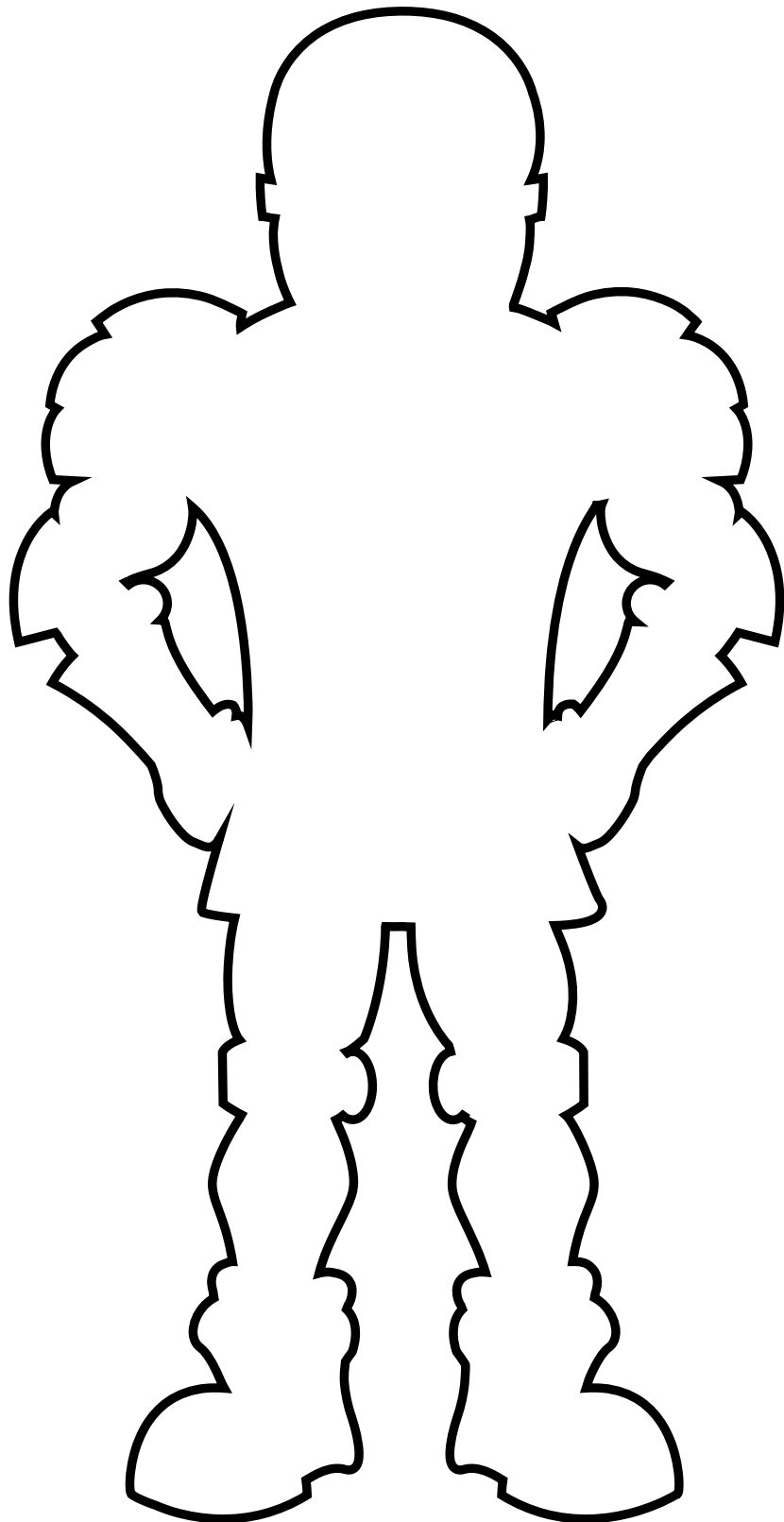
Phone

Other notes



POLICE-COMMUNITY PARTNERSHIPS

# Nat the Knight coloring sheet



## How it works

### Create it

Build your own version of  
Nat the Knight

### Share it

Share on social media  
using #mynattheknight

## Customize your flyer

You asked. And, we listened.  
Customize your own flyer using the new  
flyer template. See the link in your  
confirmation email.

[CHECK CONFIRMATION EMAIL](#)

# Donation request letter template

Date

Full name

Business or organization

Address

Hello [name, business or organization,](#)

[Your neighborhood or organization](#) is beginning to plan for the annual National Night Out campaign. We are reaching out today for your support at the local level. National Night Out will feature [description of your event](#). Details are as follows.

Date:

Time:

Location:

Purpose: To promote strong police–community partnerships and neighborhood camaraderie to make our neighborhoods safer, more caring places to live and work.

Expected attendance:

Our request:

Recognition:

Your support would be greatly appreciated. You can contact [name](#) at [phone number](#) or via email at [email address](#) with any questions. We are excited about this opportunity and the impact National Night Out has on our community.

Sincerely,

[Your name](#)

[Your organization](#)

[Your contact information](#)

# Media release template

NATIONAL NIGHT OUT : TUESDAY, AUGUST 4, 2020

(THE STATE OF TEXAS & SELECT AREAS CELEBRATE TUESDAY, OCTOBER 6, 2020)

Neighborhoods throughout [your city](#) are invited to join over 38 million neighbors across 16 thousand communities from all 50 states, U.S. territories and military bases worldwide.

National Night Out is nationally sponsored by NATW, Ring, New York Life, Starbucks, Associa, AT&T, Academy Sports & Outdoors and co-sponsored locally by [your organization](#).

National Night Out is an annual community-building campaign that promotes strong police-community partnerships and neighborhood camaraderie to make our neighborhoods safer, more caring places to live and work. Together, we are making that happen.

From [time to time](#), neighbors throughout [your city](#) and across the nation are asked to lock their doors, turn on their front porch lights and spend the evening outside with neighbors and law enforcement.

Along with the traditional outside lights and front porch vigils, most communities celebrate National Night Out by hosting block parties, festivals, parades, cookouts and other various community events with safety demonstrations, seminars, youth events, visits from emergency personnel, exhibits and more.

National Project Coordinator, Matt Peskin said, "This is a night for our nation to stand together and promote awareness, safety, and neighborhood unity. National Night Out showcases the vital importance of police-community partnerships and citizen involvement. When law enforcement and the community work closely together, some amazing things can happen."

[Add information here related to your local National Night Out event. Include your coordinator, your organization / agency, your phone number and email address.](#)

For more information, please visit [natw.org](http://natw.org).

# Proclamation template

**WHEREAS**, the National Association of Town Watch (NATW) sponsors a national community-building campaign on Tuesday, August 4, 2020 (The state of Texas and select areas celebrate Tuesday, October 6, 2020) entitled “National Night Out”; and

**WHEREAS**, the National Night Out campaign provides an opportunity for neighbors in [your city](#) to join over 38 million neighbors across 16 thousand communities from all 50 states, U.S. territories and military bases worldwide; and

**WHEREAS**, National Night Out is is an annual community-building campaign that promotes strong police-community partnerships and neighborhood camaraderie to make our neighborhoods safer, more caring places to live and work; and

**WHEREAS**, neighbors in [your city](#) assist the [local law enforcement agency](#) through joint community-building efforts and support National Night Out 2019; and

WHEREAS, it is essential that all neighbors of [your city](#) come together with police and work together to build a safer, more caring community; and

**NOW, THEREFORE I/WE, [mayor / commissioners](#)**, do hereby call upon all neighbors of [your city](#) to join [your organization](#) and National Association of Town Watch in support for National Night Out on Tuesday, August 4, 2020 (The state of Texas and select areas celebrate Tuesday, October 6, 2020).

**FURTHER, LET IT BE RESOLVED THAT I/WE, [mayor / commissioners](#)**, do hereby proclaim Tuesday, August 4, 2020 (The state of Texas and select areas celebrate Tuesday, October 6, 2020) as “National Night Out” in [your city](#).



# Thank you letter template

Date

Full name

Business or organization

Address

Hello *name, business or organization,*

On behalf of *your neighborhood or organization,* we would like to sincerely thank you for your contribution of *time, value, resources or product(s)* at National Night Out on *date of event.*

Your support is greatly appreciated. National Night Out was truly a success and would not have been possible without the support of our community and neighbors like you.

*Your attendance* neighbors came together for National Night Out. *Elaborate on your local National Night Out campaign.*

Thank you again for your support.

Sincerely,

Your name

Your organization

Your contact information



Say hello.

[natw.org/support](https://natw.org/support)

 Send us something

**NATW**

PO BOX 303

WYNNEWOOD, PA 19096