



Community Assessment Tips

DEFINE YOUR COMMUNITY		CONSIDER
DEMOGRAPHICS		1. Large number of grandparents caring for grandchildren?
		2. Non-English-speaking families?
		3. Young families with young children and babies?
		4. High number of dual and or single working parents?
		5. Number of daycares
		6. Number of preschools
		7. Senior citizens in concentrated areas?
GEOGRAPHY		8. Primarily Urban or rural?
		9. Define borders of community you want to include
FACILITIES		LIST SPECIFICS
		10. Public spaces appropriate for children and families (indoor and outdoor)
		11. Public spaces populated and safe after dark (for events like caroling)
		12. Public parks in visible locations, with play areas
		13. Churches and other religious organizations with spaces
		14. Public library with meeting room that can be reserved
		15. Senior centers, retirement homes, or schools that might let you use space free of charge or for small fee
PARTNERSHIPS		
Businesses or child-related organizations that might partner with you, providing everything from promotion in their newsletters, to posting fliers, event space or refreshments for your event.		
		16. Pediatricians and local hospitals
		17. Women's Groups
		18. PTA with preschool service
		19. Parenting groups
		20. Service Organizations (both those for adults like Rotary, or youth, like Girl Scouts, Campfire Girls, Boy Scouts)
		21. Public Library
		22. Schools/Preschools
		23. Churches
		24. High school students who could be part of your events as part of a school project



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GROUPS YOU COULD BENEFIT FROM JOINING

Once you join, you can often promote your own events through their newsletters to their membership

	25. Women’s groups
	26. Service organizations
	27. Your own church or religious organization
	28. Parenting groups

ADVERTISING YOUR EVENTS

Use the marketing tools in the Community toolbox to create branded fliers and announcements of events

	29. Your Events are the best way to advertise your events! Put up a “Sing With Our Kids” banner with a sign that says, “Join us!.” Not only will they publicize the current event, but as people repeatedly see the sign around the community they will want to be part of what’s going on!
	30. Online community newspapers
	31. Group and school newsletters
	32. Post fliers in child-friendly businesses
	33. Community or business bulletin boards; windows of businesses