

EVENT IN A BOX TOOLKIT

Olmsted 200 is a national campaign honoring the visionary founder of American landscape architecture, Frederick Law Olmsted, whose trailblazing work literally changed the country's face. Marking the 200th anniversary of Olmsted's birth, the campaign will educate broad and diverse audiences about Olmsted's democratic values, designs and enduring influence. It will explore his commitment to public parks, comprehensive system-wide planning, and the mental and physical health benefits of access to nature, helping ensure that FLO's legacy lives on for the next 200 years.

Hosting an event is one of the most visible ways to celebrate Frederick Law Olmsted's life, educate the public and policymakers about his vision and build support for protecting his landscapes and other public green spaces. This "Event in a Box" Toolkit will help you plan and promote your own event and includes templates for an invitation and agenda. And make sure to keep checking the [Olmsted 200 Events listing](#) to see what else is happening.

In this toolkit, you'll find:

- **Celebration Ideas**
- **Calendar of Key Events**
- **Event Planning Checklist**
- **Customizable Templates**

CELEBRATION IDEAS

The ways to mark Frederick Law Olmsted's 200th anniversary are as varied as the parks he designed. Olmsted 200 events should welcome diverse groups and explore diverse topics such as the democratic value of public parks, public health benefits, ecology, access, and social justice. We hope ALL parks and public spaces will find ways to participate.

Here is a sampling of ideas you can use to celebrate FLO's Bicentennial:

- **Social Takeover:** Arrange to "take over" your city or county's social media accounts on an important Olmsted 200 date, such as his birthday (April 26). Populate the feed with information and images about FLO, highlighting local parks and landscapes he designed or inspired, and details of local celebration activities and calls to action on how people can get involved.
- **Host an AMA:** Convene an "ask me anything" (AMA) session on Facebook, Twitter, Instagram or other social media platform. Invite an expert from Olmsted 200 or answer questions yourself.

It's an excellent opportunity to engage the broader public about FLO's legacy and his vision of the economic, ecological and health benefits of thoughtful design.

- **Restore or rehabilitate an Olmsted landscape or feature:** Check out the [Advocacy Toolkit](#) on how you can research the landscape and learn more about the design elements.
- **Offer a series of Olmsted Legacy walking tours during the celebration year:** Consider creating an [Olmsted Legacy Trail](#) in your state.
- **Virtual Video Walks:** Produce a video tour of an Olmsted landscape, relaying its history, highlighting its beauty and telling the story of FLO's vision for landscape design. Park-goers can use it to supplement their outing, while others can watch it at home and learn about the park and FLO even when they cannot make it out themselves.
- **Commission an art experience in an Olmsted landscape** (e.g., [the Emerald Necklace Conservancy's Fog x FLO](#))
- **Host a Photo or Painting Contest:** Have aspiring local photographers or artists submit pictures and paintings of Olmsted parks in all of their glory (e.g., [Olmsted PleinAir](#)).
- **Park Clean-Up:** Set a day for volunteers to comb through a local park, pick up trash while taking time to enjoy shared green space and learn more about the park's history.
- **Crossword Puzzle:** Get a crossword puzzle in your local newspaper dedicated to FLO.
- **Quiz — Guess the Park:** Perfect for social media, a newsletter, or both — build a fun and interactive quiz around parks FLO designed or other parks in your community.
- **Host a Lecture:** Invite a parks expert or historian to give a talk about FLO, his life and vision, or the importance of public green space in the life of our communities and our country. Provide a bilingual docent on high visitation weekends to learn about Olmsted.
- **Stage an Exhibit:** Partner with a local museum or historical site to present an exhibit examining Olmsted's life, work and the contemporary relevance of his vision.
- **Academic Papers:** Use Olmsted 200 or the National Association for Olmsted Parks as a platform to release your academic paper on topics such as FLO's life, work or vision, American landscape architecture, or the role parks play in U.S. society.
- **Give an Award to a "Park Protector":** This could be a scout troop that helps maintain the park, a civic leader who is an advocate for Olmsted parks, or an environmental group or garden club that helps keep a local park in good shape.
- **Student-focused events:** Consider a park scavenger hunt focusing on features of Olmsted designs; planting of bulbs, seeds, perennials, trees; display of pollinators that use the park and their host plants; chalk art about FLO; FLO re-enactor engaging the audience on FLO's contributions; FLO Bingo and ["Color FLO" competitions](#).
- **Olmsted Halloween:** Use our [Olmsted 200 Mask Template](#) for this event.
- **Celebrate FLO's Birthday or Celebrate FLO with Fireworks** (a la Chicago World's Fair): Host a fun event with food trucks, vendors, plant sales, and music.

- **Create family-friendly signage:** Display signs about Olmsted design principles throughout the park.
- **Create a program with local landscape architects:** Use this as an opportunity to engage students in landscape design.
- **Sponsor key weekend events dedicated to Olmsted values:** i.e., Parks and Health; Parks and Community.
- **Convene a Park Summit for your community:** Bring together community activists and citizens, health professionals, parks and rec agencies, city planners and others to examine the general state of parks, access to the parks, social and economic benefits of parks, how to enhance the use of the parks by diverse audiences, and park funding.

CALENDAR OF KEY DATES

While many of us celebrate the values of FLO every day, there are also key moments in time that we can leverage to uplift specific messages and raise awareness. These observance days and holidays provide opportunities to connect to campaign themes and values through your celebration events.

Here you can find a [calendar of key moments in time](#) related to the Olmsted 200 campaign.

For example, on Plant Appreciation Day (April 13), you could highlight some of the plants featured in your local park or even hold a scavenger hunt event to engage visitors in finding as many different plants as they can to win a small prize like a bag of seeds.

Linking your efforts to these shared moments in time can help you tap into national conversations that are already happening, give your audience a reason to pay attention, and, in many cases, encourage them to answer a call to action.

For specific events and activities hosted by our many celebration partners across the country, check out our [Olmsted 200 event listing](#).

EVENT-PLANNING CHECKLIST

Planning and hosting an event can seem overwhelming, which is why it's essential to break it into digestible pieces. [Here's an easy checklist](#) to help you stage a great event.

Before the Event

- **Create an invitation:** This might be over email, through Facebook, through your website, using free event management and ticketing websites like [Eventbrite](#) or a combination of all of the above. Make sure to include the essential details: the event's time and location, brief description, and pictures. (See below for an invitation template.)

- **Invite people:** You've got the invite, so send it out; start with your membership and then think creatively about how you can reach others who might be interested. Use your social media networks and ask allies for help as well. Consider having co-sponsors and getting early commitments from civic and public officials to attend.
- **Let Olmsted 200 help promote the event:** Make sure to flag it for the campaign so we can ensure that it's on the calendar of events. You can submit your events here.
- **Promote the event on social media:** Post the event link (either from your website or Facebook page) onto your social media accounts, along with a short message and/or picture. Do this a few times leading up to the event — if you do it only once, the message may get lost in the social media churn.
- **Promote the event on Facebook:** Create some reminder posts in the weeks leading up to the event (and make sure to include the original event link so people can get the details).
- **Outline your event:** Make a simple run-of-show schedule, so everyone involved in staging the event is on the same page and knows how things are supposed to flow. (See below for an agenda template.)

During the Event

- **Check people in:** Set up a check-in table where you can hand out branded giveaways and literature, remind attendees to post on social media (including mentioning a specific #hashtag if you're using one) and have them sign in with their emails so that you can keep in touch with them.
- **Take pictures:** Snap photos of the event and the people in attendance. You can archive these in a simple Dropbox folder for future use in your newsletters, social media posts, website and other communication materials. To ensure the consent of those photographed, you can place signage in the event area. [Here's one](#) you can print and display.
- **Write down quotes:** Keep running track of the most memorable or interesting things people say for later use.
- **Live-Post on Social Media:** Keep followers up-to-date in real-time by posting the event pictures and quotes to your social media accounts. It's a great way to generate interest and broaden the event's reach. Make sure to use any appropriate #hashtags.
- **If appropriate, set up a Facebook Live:** Just make sure to check the sound quality and camera position before the event starts.
- **Call for action:** Give your guests something they can do to help Olmsted 200 — sign up to volunteer in the future or write a letter to a legislator or to the local newspaper, for example, about the importance of parks.

After the Event

- **Recap:** Write a brief but informative summation of your event, which you can post on your website or send out over email. Make sure to include photographs.
- **Tweet out your thanks:** Thank those who attended and, if applicable, presented. Make sure to include presenters' social handles — they might share the message, helping it spread.
- **Post the recap and thanks on Facebook:** Maximize your message's reach.
- **Archive event photos:** Put them in the Dropbox folder so you can easily use them later.
- **Pay it forward:** When you see other Olmsted 200 celebration events hosted by other partners on our website, in our newsletter, or on social media, repost them on your account; other partners will do the same for you.

EVENT TEMPLATES

Here are some templates that you can use to create your own emails, invitations and agendas. Just copy-and-paste and then drop in your event's details.

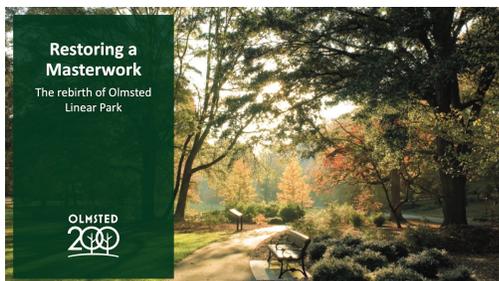
Invitation: This is an [email template](#) but can easily be converted for platforms like Facebook or Eventbrite. Just swap out the generic "Anytown" info with the details of your real event and you're ready to go.

Run-of-Show (ROS): A Run-of-Show is a document event planners use behind the scenes to outline the timing, program, and content for each moment of an event in greater detail. [Here's](#) an example of how a simple ROS might look for your celebration event.

Agenda: The agenda is the public document you'll share with participants with the important whos, whats, whens and wheres for your event. [Here's](#) an example.

Graphic Templates

Here are simple templates you can use to create letters, documents, slide presentations, flyers and signage for your event. Just replace the placeholder text with your own details: when, where, what will be happening and/or who will be speaking and any other important information.



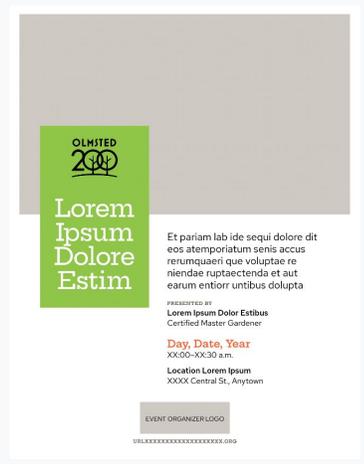
[Powerpoint Template](#)



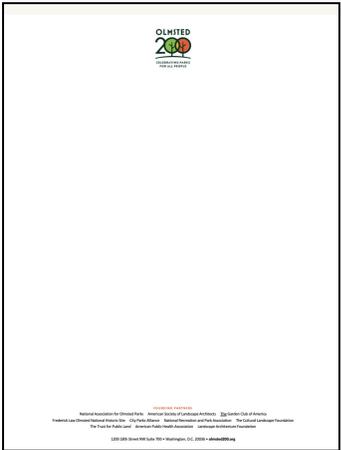
[Document Header](#)



[Event Flyer Template](#)



[Event Signage Template](#)



[Letterhead Template](#)

Online Resources

This toolkit is a great start, but there is a universe of additional fantastic resources that can help you learn even more about FLO. [Check out this list](#) of helpful websites, videos and social media accounts to follow.

