



play matters for all kids

KaBOOM! Welcome Packet

PLAYGROUND GRANT

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Introducing the project PLAYers

COMMUNITY PARTNER—YOU!

As the saying goes, many hands make light work! That's why each Community Partner will gather a core group of volunteers—staff, parents, guardians, community members, etc.—to manage a specific aspect of the project, such as volunteer recruitment, fundraising, media engagement and food donations. Together, this group of individuals makes up the Planning Committee.

The Planning Committee will meet in their subcommittees at Design Day, and will identify the committee leads who will attend weekly calls hosted by your KaBOOM! Project Manager. The weekly calls will be a time to report on progress of responsibilities to ensure Build Week goes smoothly. **It will help facilitate a productive meeting at Design Day if you've already talked with potential committee members and committee leaders in the days leading up to Design Day.**

PLANNING COMMITTEE

Main Points of Contact

Lead the Planning Committee and play an integral role in planning

Construction Chair(s)

Oversee site preparation, ensure soil test and utility checks are completed, contribute to maintenance plan and collect necessary tools for Build Week

Play Chair(s)

Plan Build Day activity for kids, lead Build Day morning warm-up, create a "thank-you" gesture for the Funding Partner and oversee the ribbon-cutting ceremony

Food Chair(s)

Gather food and hydration donations for all Build Week volunteers

Recruitment Chair(s)

Recruit community volunteers for Build Week

Logistics Chair(s)

Secure parking, trash and recycling receptacles, restrooms and an emergency evacuation plan for Build Week

Public Relations Chair(s)

Work with local media outlets, use social media to promote your playground build and secure music for Build Day

Fundraising Chair(s)

Activate local donors to raise funds for the playground project

KaBOOM!

KaBOOM! is the national non-profit dedicated to giving all kids the childhood they deserve through great, safe places to play. KaBOOM! inspires communities to make play the easy choice, especially in communities of color that have experienced years of disinvestment which led to inequitable access to play. The organization has collaborated with partners to build or improve more than 17,000 playspaces, engage over 1.5 million volunteers and serve nearly 10 million kids.

KaBOOM! PROJECT MANAGER

Each Community Partner is assigned a KaBOOM! Project Manager to help facilitate the planning process from Design Day all the way up to Build Day. Your Project Manager will host weekly planning calls to track the progress of each of your committees to make sure your Build Day is a success.

FUNDING PARTNER

Funding Partners donate the majority of funds needed for the playground project and provide Build Day volunteers to help communities build their new playspaces. You will be introduced to a representative from the Funding Partner at the beginning of the project and work with them during the planning process.

To ensure that Build Day recognition is reserved for your community and the Funding Partner, KaBOOM! has an established Corporate Sponsorship Policy. For more information on this policy, please reference the **FAQ page** at the end of this packet.

Pre-Design Day *Immediate next steps*

PROJECT MANAGER INTRODUCTION CALL

Your Community Outreach Manager will coordinate and facilitate an introduction call between you and your Project Manager prior to meeting them on Design Day. On the call, we will start to plan for Design Day and review any questions your planning team may have.

To prepare for this introductory call, please review the following items.

WHO NEEDS TO BE ON THE CALL?

- **Main Points of Contact:** the go-to representatives for all things related to your build.
- **Play Chair:** committee leader in charge of engaging your kids throughout the build process starting from Design Day all the way to Build Day.
- **Construction Chair:** committee leader in charge of soil and utility checks, site preparation, site access, maintenance and logistics.
- Any other representatives that will be helping to plan, prepare and recruit for your Design Day.

WHAT WILL BE COVERED ON THE CALL?

Logistics of Design Day, including arrival time of your Project Manager, schedule of the day, materials needed and answers to any questions you have.

WHERE WILL THE CALL BE?

KaBOOM! will send the dial-in information once the call time is confirmed.

WHEN WILL THE CALL BE?

KaBOOM! will send two options for you to choose from based on what works best for your community.

HOW LONG WILL THE CALL BE?

Up to one hour.

NEXT STEPS CHECKLIST



Confirm Design Day details

Your Community Outreach Manager will send you date and time options. Please confirm the date, time and location of Design Day.



Return your signed Letter of Agreement

Once received, the Letter of Agreement should be signed and returned to your Community Outreach Manager within three business days.



Arrange utility checks

Schedule an inspection of above and below ground utility lines. Any utility lines on site must be visibly marked on Design Day.



Schedule soil tests

Soil at the playground site must be tested for elevated levels of lead and arsenic. Soil tests should be completed promptly after confirmation, and results should be submitted to KaBOOM! as close to Design Day as possible.



Recruit Design Day participants

Aim for 20-30 participants for both the kids' and adults' portions.

Design Day

A lot of exciting things happen on Design Day: the site walk is completed, the kids draw their dream playgrounds and the community adults start the planning process! Below are our best tips to make sure your Design Day is one for the books.

RECRUITMENT

Make sure you share this opportunity with anyone in your community that would be excited about this project, especially those that can help lead one of your planning committees. The goal is to confirm your committee chairs by the end of Design Day, so consider inviting people that can help design your playground, recruit volunteers, secure resources like food and tools for Build Week, as well as those that can help you fundraise.

You will receive a Design Day flyer to support Design Day recruitment. The flyer can be used to spread the word about your upcoming event. Get creative! Share, post, tag, send or print your Design Day flyer for all to see.

KIDS ACTIVITIES

Kids will need something playful to do or somewhere safe to go during the adults' portion of Design Day. Communities are encouraged to coordinate supervised activities or transportation for the kids during this time.

NECESSARY MATERIALS

While your Project Manager will bring some materials to your Design Day, your community is encouraged to provide a projector, coloring utensils (crayons, markers or colored pencils) and a laptop (used for volunteer sign-up).

SNACKS

While exciting, Design Day is a long day. Having snacks for the kids and adults will help keep them focused on designing your playground, instead of their plans for dinner.



Site Walk

one hour

Main Points of Contact & Construction Chair



Kids' Portion

one hour

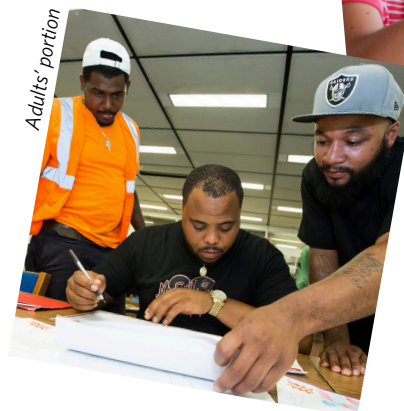
20-30 kids



Adults' Portion

two-three hours

20-30 adults (parents, staff, volunteers, community members, etc.)



Post-Design Day timeline

Design Day (DD)

one week after DD

Weekly planning calls begin

you receive three custom playground designs for your community to choose from

two weeks after DD

you submit your playground design selection to your Project Manager

one month out

- you receive a copy of your final playground design
- your Project Manager facilitates a public relations call to talk through a media strategy (*typically on the third planning call*)
- your Project Manager orders the supplies for your site enhancement projects

two weeks out

- site prep and the digging of test holes must be complete
- all remaining planning details are finalized in preparation for Build Week
- you receive a poster of your playground to drum up excitement for Build Week

one week out

- your Project Manager shares the Build Week agenda and other planning materials for Build Day
- you receive your storage container (*note: please ensure there is a clear storage and delivery plan for your equipment, materials and tools*)
- mark site (*again*) for any existing public or private utility lines

Build Week

— Prep Day 0 (*three days before Build Day*)

- your Project Manager runs errands and may be on site
- no volunteers are required

— Prep Day 1 (*two days before Build Day*)

- 20-30 volunteers unload playground equipment, sort hardware, cut lumber for enhancement projects and dig holes on site

— Prep Day 2 (*not needed if all tasks are completed on Prep Day 1*)

- if needed, same requirements as Prep Day 1 apply

Build Day



post-build

3 days later: your playground officially opens once the concrete is dry!

FAQs

What if we want to announce our upcoming KaBOOM! playground project on social media prior to Design Day?

We have some pre-approved language that can be shared on the social media platform of your choice.

- “IT’S OFFICIAL – we’re building a playground with @kaboom! We’re so excited to continue our journey to bring play to kids in _____. #playmatters”
- “We’re so excited to build a brand new playground with @kaboom! More details to come on how YOU can help us bring play to kids in _____. #playmatters”

How should we start fundraising?

Fundraising can be done in a variety of ways. Some sample ideas include:

- Reaching out to local organizations
- Hosting events where funds go toward the playground
- Posting project plans at future playground location to garner financial support
- Soliciting donations from past donors
- Creating an online fundraising page and including information in organization’s newsletters, websites, etc.

In order to get the necessary permits, we will need the exact playground design and rendering. When should we expect to receive the design?

Based off of a standard timeline, your finalized playground design will be received approximately 6 weeks before Build Day. KaBOOM! will be able to provide 2Ds, 3Ds, CAD files and footing information but is not able to provide any other documentation needed for permitting.

My community has many members who speak a different language. What will interpretation look like on Design Day? What about on Build Day?

While we have some bilingual Project Managers, it is best to provide your own translator for your Design Day.

With the exception of the playground installation instructions, all documents for Design Day and Build Day are available in both Spanish and English. The playground sign that welcomes your community to your playground can be multilingual. Please ask your Project Manager for more details during Design Day.

What is the process for Build Day media?

Your Project Manager will work closely with you to develop a Build Day media strategy during the planning process. Typically, this planning will kick off a few weeks after Design Day during a weekly planning call.

To ensure messaging and communication remain consistent, any external media materials shared by the Community Partner must also be approved by KaBOOM! and your Funding Partner.

What is the KaBOOM! Corporate Sponsorship Policy?

The Corporate Sponsorship Policy ensures that the recognition on Build Day is reserved to your community and the Funding Partner for your project. The Community Partner must ensure that the below guidelines are followed:

- Volunteers recruited from other organizations or companies should be in groups of 10 or less.
- No branded clothing or signage from groups other than the Community and Funding Partner may be worn during Build Week; volunteers cannot wear any hats, shirts, buttons, etc. identifying them as part of another group or organization.
- Only the names and logos of the Funding Partner, Community Partner and KaBOOM! will appear on the permanent playground sign on the project site.
- Community Partners cannot solicit support from competitors of the Funding Partner.
- Serving cards or menus may be displayed if a restaurant is providing food.
- Other partners that have supported your project may be thanked and recognized in a temporary sign, such as a banner, on Build Day.