Scratch Day Planning Checklist

Use this checklist as a guide to help plan before, during, and after your Scratch Day.

Imagine

Plan

Invite

Post

Pre-Planning

- ☐ Choose a venue
- ☐ Choose a date and time
- ☐ [Register your event on the Scratch Day map maintained by BCLN](website) (website)
- ☐ Create promotional materials
- ☐ Decide on activities
- ☐ Decide on registration needs
- ☐ Publicize event
- ☐ Gather volunteer facilitators
- ☐ Secure funding, as needed

Before Event

- ☐ Gather activity materials
- ☐ Test your technology
- ☐ Consider snacks, food, utensils
- ☐ Gather supplies for clean up
- ☐ Signage for welcome and activities
- ☐ Send reminder to registrants
- ☐ Brief volunteers on their to-dos
- ☐ Arrange, organize, and prepare your space

During Event

- ☐ Check in on participants
- ☐ Use the facilitator tips
- ☐ Encourage participants to share projects in a Scratch Studio!
- ☐ Photograph your event
- ☐ *Have fun!*

After Event

- ☐ Clean up
- ☐ Debrief with facilitation team
- ☐ Follow up with participants
- ☐ Celebrate!
- ☐ Share your event on social media using the hashtag **#ScratchDay** and tag **@scratch**, **@scratchjr**, **@scratchteam**

Scratch Day Planning Template

Make a copy of this planning template to document your planning process in more detail.

Planning Team | Who is on the planning team for your Scratch Day event?
- Do you have capacity to plan a small, medium, or large event?
- Does your team need any training on creative learning and creative coding?
- Do you plan on collaborating with another local organization? (school, district, university, Ministry of Education, non-profit, corporate partner, etc.)

Audience | Who is the target audience for your Scratch Day event?
- Will the event invite students, educators, families, community members, or others?
- What age is the target audience?
- Do you plan to engage younger or older siblings or family members?

Schedule | What is the date and time of your Scratch Day event?
- What month would work best for your target audience?
- What time of day would be best for your target audience?

Venue | What venue would be ideal for your Scratch Day? Will the event be in person, virtual, or hybrid?
- Is the venue location centrally located for your target audience?
- What is the plan for organizing and cleaning the space? (planning team, volunteers, custodial staff, etc)
- What event furniture is needed (tables, chairs, etc)?
- Do we need digital displays for welcome signage or promotion?
- Is there space available to post printed signage?
- What are the accessibility accommodations provided by the venue?

Communications | How will you promote your event: word of mouth, email, social media, etc?
- What will be your Scratch Day event title? Does your event have a specific theme or topic you will be focusing on?
- How can you remix the Scratch Day promotional materials provided in the Organizer Toolkit Zip file to make your local Scratch Day unique?
- How will you register interest or RSVPs for your event? (Eventbrite, Google Form, paper sign up, etc.)
- What is your plan for sending reminders to your audience?
- Will you create a survey for participants and facilitators to complete during or after your event? (paper and pencil, Google Form, etc.)

Experience | What is your vision to ensure the event is both Scratch-centric and meets the needs and interests of your target audience?
- How can you remix the Scratch Day promotional materials with your own organizational branding?
- How will you create a festive and welcoming environment? Will there be an emcee or host?
- How can you center the experience on building community? ("getting to know you" activities, focus on play and joyful exploration, include educators and family members, etc.)
- Have you created a Scratch Studio for participants to add and share their projects?
- Have you considered ways for participants to share in person (gallery walks, on stage, etc.)
- Will you offer food or drink for participants? (snacks, water, beverages, a meal, etc.)

Activities | What is your organization's capacity to design and plan a variety of engaging creative learning and creative coding activities?
- What hands-on creative learning activities are you planning? (unplugged, Scratch, ScratchJr, physical computing/robotics, STEAM challenges, collaborative coding, etc.)
- How many facilitators will you need to manage the activities planned?
- Have you considered gathering a team of volunteers to support setting up, facilitating activities, and/or cleaning up after the event? (caregivers, educators, community members, teenage students, etc.)
- Do you imagine having special guests being part of this initiative?
- Are you planning to hold a facilitator/volunteer training or information session?

Materials & Technology | What materials and technology do you have in your inventory at this time? What materials do you envision needing?
- Are you planning different stations for your activities?
- Consider consumable materials: recyclables, art supplies, name tags, tape, etc.
- Consider non-consumable materials: sign holders, scissors, power strips, speakers.
- Do you have the necessary technology for participants to use?
- Do you need to borrow technology to accommodate your audience or require that participants bring their own device? (laptops, tablets, or other devices could be borrowed from non-profit partners, school districts, or local universities.)

Logistics | For your Scratch Day, do you anticipate permits being needed or legal support for waivers, given the audience may involve minors?
- Are there specific venue requirements?
- Do you have a plan to document media release permission from event attendees?

Reflection & Reporting | What does reporting look like for your organization?
- What event data will you track? (registration numbers, demographics, participant survey data, etc.)
- Who will be responsible for documenting with photographs, video highlights, and/or a summary of the event?
- How will you know what the experience of participants was?
- Have you planned a staff, facilitator, and/or volunteer reflection on the impact of the event?
- Have you considered how the Scratch Day event experience will be sustained in your current organizational work?
- How will you celebrate the completion of your event with your team and volunteers?

Tip: If you'd like to translate this document, **click here to make a copy** of this Google doc.