**Wakefield Rotary Club**

**National Night Out**

**Renaissance Centre Plaza 5:00 – 7:30 PM**

**405 S. Brooks St.**

**October 01, 2018**

**Overview**

Wakefield Rotary Club (WRC) will participate in its first National Night Out being held from 5:00 – 7:30 PM on October 01, 2018. This is the 35th anniversary of the event sponsored and hosted by the Wake Forest Police Department.

**Purpose**

National Night Out, in most cases held on the first Tuesday in August, is an annual community-building campaign that promotes police-community partnerships and neighborhood camaraderie to make our neighborhoods safer and more caring places to live. The Wake Forest Police Department hosts its NNO event (<https://www.wakeforestnc.gov/national-night-out.aspx>), as part of the national program, in the Fall rather than the normal time of year in order to avoid the summer heat and attract more participants.

The purpose of the WRC’s participation in this event is multi-faceted:

1. Community Service (resulting from the 2018 community assessment project)
2. Increasing the opportunity for WRC to enhance its focus on youth and youth services
3. Developing partnerships with local organizations to benefit our community
   1. SAFEChild
   2. Wake Forest Police Department
4. Educate our community about the WRC’s existence and impact on the area via Service Above Self
5. Attract Potential New Members

**Event Recap**

The evening event is deemed to have a safety education focus by the Wake Forest Police Department staff (Officer Scott Graham). Various location organizations participate in the event including the American Legion, the Wake Forest Women’s Club and others (TBD).

An estimated 500 – 750 adults and children will attend the event which features First Responder vehicles (police cars, fire trucks, ambulances and a K-9 demonstration) and food (hamburgers and hot dogs) will be available at no cost to the attendees.

**Supplies, Equipment and Manpower**

A variety of items are needed for this event including WRC promotional materials (Business Cards, Prospective Member Brochures, Club Banner), a 6’ folding table with table cloth and the CART tubs.

Additionally, various items to promote the Duck Derby are required including hard copy registration flyers, ducks for display on the booth table, iPADs for Duck Derby electronic registration plus a Duck Derby 4’ diameter wading pool and “fishing” equipment (if magnets are used on the fishing pole, otherwise kids can just reach into the pool for a single duck). A few ducks will have a designation indicating that the person selecting the duck gets one free registration for the upcoming Duck Derby.

Manpower requirements are related to booth set up, event table management, attendee solicitation for membership and Duck Derby registration process. and booth dismantling. Some WRC members will be able to attend for the entirety of the event while others will only be able to attend a portion of the event. Generally, 4 – 6 persons should be available for each segment which is divided into three timeframes: 4:30 – 5:30 PM, 5:15 – 6:45 PM and 6:30 – 7:45 PM. The overlap in time segments to allow for traffic issues as well as any cross-training or “education’ about the event that might be required at the time of arrival.

**Goals**

Because this is the first year of participation in the National Night Out, WRC is setting modest goals to be accomplished during the event. Primarily, the goals are somewhat intangible (aka subjective) but include:

1. Improving awareness of the WRC efforts for making Wake Forest a better community through donations and time contributed toward youth programs.
2. Introduce SAFEchild and their programs to the community in partnership with WRC.
3. Obtaining 50 registrations for the WRC’s 1st annual Duck Derby event being held in June 2019.
4. Invite at least 5 prospective members to a breakfast meeting and add 1 new member from these candidates to our roster by Thanksgiving.