



BRIGHT HORIZONS TRUCK DAY BEST PRACTICES: CREATING TRUCK DAY TEAMS

6 - 12 MONTHS PRIOR TO TRUCK DAY:

Create Your Truck Day Teams:

Here are the basic roles you'll need to fill on your Truck Day teams:

- ***Location team (2 people)***—this team will help secure a location and line up any necessary volunteers or police officers for traffic detail on the day of the event.
- ***Vehicle team (3+ people)***—this team will call local agencies and companies to find trucks and vehicles for the event. The truck owners, local agencies, and businesses who supply trucks for the event will be considered “sponsors of the event” and will be listed on a handout that goes out to every person who attends the event.
- ***Marketing team (2+ people)***—this team’s goal is to spread the word about the event to anyone and everyone who loves trucks and wants to support the Bright Horizons Foundation for Children.
- ***Equipment/supplies team (2+ people)***—this team will be responsible for any equipment and supplies not provided by the venue itself such as cash boxes, tables, chairs, first aid kit, etc. They will also help with set up and clean up at the event.
- ***Bake sale/snack table team (3+ people)***—this team will find people to bake nut-free items for the bake sale and will purchase food, drinks, etc., to sell at the event. They will also staff the bake sale/snack table the day of the event. Some local grocery stores/coffee shops may be willing to donate food or drinks for the event. If they donate items, they should be considered “sponsors of the event” and will be listed on a handout that goes out to every person who attends the event.
- ***Appreciation team (2 people)***—this team will be responsible for two things. First, creating the list of sponsors that will be handed out at the event. Second, sending out thank you notes to all of the vendors, businesses, and truck owners who took part in Truck Day. This is the key to creating a lasting relationship so this can become an annual event in your area!
- ***Raffle team (optional) (2+ people)***—this team will go out and solicit donations from local retailers and then sell raffle tickets at the event. The retailers will be considered “sponsors of the event” and will be listed on a handout that goes out to every person who attends the event.
- ***Vendor team (optional) (2+ people)***—this team will find retailers and businesses in the community that want to pay for a table at the event. The vendors will be considered “sponsors

of the event” and will be listed on a handout that goes out to every person who attends the event.

- ***Activities team (optional) (3+ people)***—this team will determine which crafts and activities to offer at Truck Day. They will also oversee the activities and bring the supplies on the day of the event.