



Activity Ideas - Municipal Awareness Week

The following is a list of activity ideas for your Municipal Awareness Program:

CONTESTS:

Poster Contests – This can be divided into categories for different ages. The winning poster can be placed in the school library, public library or municipal office. Have the students do a painting, collage or any creative project.

Essay Contests – This could be done in cooperation with local schools. Hold separate contests for high school, junior high and elementary school levels.

Name a Street Contest – Offer a contest to community members to name a new street, or re-name an existing one.

Mayor/Chair for a Day – Run a contest for the position.

Photo Contest – Ask residents to submit photos showing why their community is the best place to live. (i.e., heritage sites, scenery, great recreation facilities, etc.)

Municipal Government Awareness Quiz – Develop a quiz for adults and for school students to fill out about their municipal government.

Crossword Puzzle – Incorporate municipal government terms in a crossword puzzle to be placed in your community paper. Individuals who complete their puzzles submit them to the municipal office for a draw. Prizes can be determined by the municipality (i.e., dinner at restaurant, free passes to recreation centre, etc.)

History of the Community – Have citizens develop material about their community which could be displayed in the municipal office or other public places.

COMMUNITY EVENTS:

Sporting Event – Organize an event where Council challenges a local organization/community group to a game of softball, etc.

Open House/Tours of municipal halls, fire stations, police stations, water treatment plants, etc. You could encourage people to visit different places by issuing “passports” that are stamped at each place, with prizes awarded for completed passports.

Community Family Night – Perfect opportunity to meet informally with members of the community at your local recreation centre for a swim night, dance, or talent contest.

Awards Event – Provide awards to those individuals contributing to the community.

Pancake breakfast or community picnic – Host a pancake breakfast or community picnic with Mayor and Council.

Family Day – organize a “Tree Planting / Family Fun Day”

Open Council / Board Meeting – Provide citizens with an opportunity to meet elected officials and staff. This could be an invitation to attend a council meeting or host an informal social evening at your municipal building.

COMMUNITY ADVERTISING:

Brochure – Create and distribute a brochure on your municipality, highlighting the different departments and roles of elected officials.

Mall or Work Fair Display – Set up displays at malls or work fairs discussing municipal government’s role in the community (ie. public works, fire services, recreation, bylaw enforcement, administration, etc).

Advertising Campaigns – Conduct advertising campaigns in newspapers and on radio about your municipality.

Signage – Have promotional signage for “Municipal Awareness Week” on municipal facilities and schools.

Promotional Items – Create promotional give-away items such as pens, pins, bags, stickers.

Calendar – Develop a calendar for distribution to your residents that indicates key community events and dates important to the municipality. You might illustrate it with pictures taken by residents that feature local landmarks.

Newsletter – Include pictures and interviews of municipal elected officials and staff. Ask your local community paper to assist in the promotion of your Awareness Program. You may want to tie a newsletter in with public consultations on your budget process.

Organize a “Speakers Bureau” of Council or Staff – Speakers could be available to speak about municipal government to community organizations such as the Rotary Club, Chamber of Commerce, senior’s centres or schools. You may want to tie this activity in with any public consultations being undertaken as part of the budget development process.

Job Shadowing – Arrange for students to work in your municipal office through work programs. By shadowing or working with specific staff members they will gain knowledge about municipal government.

Proclamation – Proclaim the week of November 21-25, 2016 as Municipal Awareness Week. Prepare a press release and/or invite your local newspaper to publish your events (*sample proclamation available on UNSM website*).

Website – Think about profiling employees on the website - what they do, what they like about working for their municipality, etc.

ACTIVITIES FOR SCHOOLS:

- Invite council members or staff to speak to a class or a school assembly. Hold a mock council or board meeting in your classroom (*sample PowerPoint presentation on municipal government available on UNSM website*).
- Hold mock elections in your classroom.
- Work with schools to appoint “youth advisors” to council committees.
- Hold a colouring contest for kids in early primary grades.
- Encourage students to consider municipal government careers. Host a job fair, or develop a job shadowing program appropriate to the age of the students you’re working with.

SOCIAL MEDIA:

Develop short videos for posting on YouTube; promote those videos through Facebook and Twitter. Profile people and places in your community, and try to give people a “behind the scenes” look at the more interesting services your community provides.

Use Facebook or Twitter to organize a community scavenger hunt, or a community trivia contest, with prizes (i.e. fitness pass).

Host a live web Q&A session with council members.