Be Internet Awesome.

Community and Family Event Toolkit

Getting Started

The Be Internet Awesome kit is flexibly designed so you can make it work for your setting and timing—use it with a large group of up to 100 kids or break it up into four smaller groups of up to 25. Each of the 5 printed pillar activities takes about 15–30 minutes to go through along with the discussion questions in the Quick-Start Guide. You can do the whole program in one session or try it over multiple days or weeks. Whatever fits your needs best!

A clear structure keeps families engaged and ensures each pillar of Be Internet Awesome is addressed. Below is a sample 2-hour session. You can adjust depending on your community, who's leading the welcome, and which additional activities you want to include. For example, you may choose to move through rotations together as a group, pause for games, or include the family pledge activity. The event does not have to be all in one day—you can split it up over multiple days depending on how much time is available.

We recommend building in time for reflection so participants connect the event objectives to what they can carry forward at home. A closing moment from the event lead, a community partner, or school staff provides appreciated recognition and closure.

Sample 2-hour session:

- Welcome & introductions (10 minutes)
- Overview of Be Internet Awesome pillars (15 minutes)
- Activity rotations (75 minutes) This allows for 15 minutes for each pillar.
- Group reflection (10 minutes)
- Closing & resources (10 minutes)

> **Tip:** Adjust based on crowd size. Smaller groups can allow for deeper discussion, while larger groups may need shortened rotations or multiple facilitators. Always prepare flexible opening activities—like a pledge wall or discussion questions—so late arrivals can join smoothly.

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Choosing a Location

When selecting a space, look for a friendly environment that's safe, accessible, and flexible. School gyms, cafeterias, libraries, and community centers all work well. Make sure there's enough space for activity tables, posters, and circulation.

Tip: The videos require internet access, but the other materials are already pre-printed for you in the box.

Volunteers

The number of volunteers depends on the size of your event. For a small gathering (fewer than 25 participants), 2–3 volunteers can usually manage check-in, activity stations, and general support. For larger events, we recommend having 1 volunteer for every 10–15 participants to help keep activities running smoothly. It's also helpful to have a lead organizer to oversee setup, timing, and wrap-up, plus one person assigned to photos, social sharing, or tech support if needed.

Before event day, gather your volunteers for a short huddle or walkthrough to review the goals of the Be Internet Awesome event and the flow of activities. Share copies of the activity instructions or station cards so everyone understands their role. If possible, set up stations ahead of time so volunteers can see how materials will be used.

Encourage them to:

- Arrive early for setup and greeting
- Keep the energy positive and welcoming
- Model digital safety messages in their conversations with families
- Ask questions if something isn't clear—everyone is learning together

Tip: Remind volunteers that their main job is to create a fun, engaging experience that helps families talk about being safe, kind, and confident online.

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Communication Plan

Running an event means more than just the day-of logistics, it also means leading people to the event. A strong communication plan helps build excitement and ensures families attend. Start outreach at least four weeks in advance and use multiple touchpoints along the way.

Sample Cadence:

- 4 weeks before: Save-the-date email + first social media post
- 2 weeks before: Invitation with RSVP link
- 1 week before: Reminder email with parking/logistics
- 1 day before: Final reminder with map and contact information

Tip: Use multiple channels—school newsletters, flyers, teacher outreach, and social media. Direct, personal invitations (teachers inviting parents directly) often drive the strongest attendance.

Email Sample Language

The following pages include sample emails. Please know that these are not intended for you to use literally. They are provided as examples to help save you time and focus on the most important information.

The samples highlight the structure of key communications, including:

- Save the Date
- Invitation
- Final Reminders
- Post-Event Follow-Up

Only you know your community and the best way to communicate effectively. Feel free to adapt the tone, format, and channels as needed to drive awareness and participation in your event. If you use social media, feel free to adapt these into that format and your own unique look and feel.

Save-the-Date Email:

Subject: Save the Date – Be Internet Awesome Night

Hello Families,

We're excited to announce our Be Internet Awesome event on [DATE] at [LOCATION]. Join us for fun, hands-on activities that help children and families learn how to be smart, alert, strong, kind, and brave online.

More details and RSVP link coming soon!

Invitation Email:

Subject: You're Invited – Be Internet Awesome Event!

Join us on [DATE] at [TIME] for an event full of activities, learning, and fun. Together we'll explore how to build digital safety skills and kindness online.

Please RSVP here: [RSVP LINK]

Final Reminder Email (day before)

Subject: See you tomorrow at Be Internet Awesome

Hi [Families/Everyone],

A quick reminder that our Be Internet Awesome Event is tomorrow.

When and where
• Date: [DATE]
• Time: [TIME]
• Location: [LOCATION + room name]
• Check-in: Opens at [TIME]

Quick tips
• Arrive a few minutes early for check-in and seating
• Bring a charged phone or tablet if you'd like to try an optional activity
• We will have water and light snacks [edit as needed]

Getting there
• Parking: [brief note]
• Entrance: [door or gate directions]
• Accessibility: [notes]
• Contact on the day of the event: [Name, phone]

Still need to RSVP?
• RSVP link: [RSVP LINK]

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Thanks for being part of our effort to help kids be smart, alert, strong, kind, and brave online. See you soon.
Best,
[Your Name]
[Title/Organization]
[Contact info]
Share the event with another family: [SHORT LINK]

Thank-You Email:

Subject: Thank You for Joining Us!

Thank you for attending our Be Internet Awesome event. We hope you had fun while learning new ways to stay safe and kind online. Explore more resources here: [RESOURCE LINK].

We'd love your feedback: [SURVEY LINK]

Tip: Send two reminder emails one week _and_ one day before the event. Make sure to include parking info, a map, and contact details

Event Day Tips

The day of the event is exciting and your job is to keep calm, connect with kids and families, and celebrate the positive change you're helping create. Consider these tips for "game day":

- Arrive early for setup and tech checks
- Create a welcoming check-in station with name tags and bracelets
- Use posters and signage to guide families
- Encourage photos and social sharing with #BeInternetAwesome and #MyHighlightsKid
- Always have a backup plan for tech issues, weather changes, or low turnout
- Before the event begins, gather your facilitators, staff, and volunteers for a quick "huddle" to energize the team, share appreciation, and make sure everyone feels confident and connected before guests arrive

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Post-Event Follow-Up

Congratulations—you did it! After a successful Be Internet Awesome event, take a moment to reflect and then keep the momentum going. Within a short time, follow up so participants feel valued and connected. Consider these options in your follow up plan:

Next Steps:

- Send a thank-you email within 48 hours
- Share photos and highlights on social media
- Offer ongoing resources such as monthly digital safety tips
- Invite families to future events or follow-up sessions
- Fill out the Facilitator Survey to give feedback

FAQs

Q: What happens if fewer people show up than expected?

A: Don't worry, the event is flexible. You can run smaller groups, stretch out activities, or save materials for future sessions. Smaller groups often allow for more meaningful discussions.

Q: How might I handle participants arriving late or leaving early?

A: Build flexibility into your agenda. Start with welcoming activities that don't disrupt later sessions if missed. Keep take-home resources on hand so that families who leave early can still benefit.

The Be Internet Awesome Kit also includes guides and ready-to-use materials to help you plan successfully. Check out additional FAQs at the Be Internet Awesome FAQs link on the website.

If additional questions come up, please don't hesitate to reach out—we're here to help! Reach out to us at beinternetawesome@highlights.com.

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