



We are Water Traveling Exhibit Opening Day Event

Written Planning Guide for Libraries ([Video Guide](#))

Goal: The Opening Day is a public event where local organizations share their water-related activities and library staff or youth organizations offer additional hands-on activities for library patrons. The Opening Day event aims to engage with your community to create excitement for the We are Water traveling exhibit.

Step 1 – Brainstorm your Vision for the Event

- [View examples of past events to get inspiration for your event!](#)
- [Examples of tabletop activities you could utilize at your event.](#)

Step 2 – Invite Partners (Reach out with a phone call or email, ask for outreach personnel)

- Reach out to local, state, and government agencies in your community and their water or science-focused branches. Ask for their outreach/education teams.
 - Consider local State Parks and Natural Resource Agencies ([USDA](#), [USFS](#), [NRCS](#)).
- Use [Google Maps](#) to search for your area's water and education-related groups, organizations, and companies.
- Connect with your local Water Conservation District, most have extension offices.
 - [Find your local conservation district](#)
- Contact local utilities (e.g., fire department, stormwater run-off, water treatment group). Ask if they would give presentations, host a table exhibit, or demonstrate a skill/technique.

Step 3– Plan a Scavenger Hunt to encourage participants to visit all the stations ([Example](#))

- Create a handout that includes all the various tabletop and hands-on exhibits at the event and all the local groups/organizations.
 - [Canva Template](#)
 - [PPT Template](#)
- Dedicate a spot on the map for each table to stamp when kids or patrons stop by.
- Offer prizes (bookmarks, reusable water bottles, stickers, pencils, etc.) as incentives for completed scavenger hunts.
- Include a QR Code on the map to gather feedback or share resources.

Step 4 – Invite K-12 School Groups (*Optional for opening day but could be considered for a separate field trip as well*)

- Coordinate with schools before the event.
- Split students into smaller groups to explore the exhibits and scavenger hunt tables, if applicable. Recruit additional adults as chaperones to have 1 adult stay with and lead each group of students (depending on age).

Step 5– Opening Words/Ceremony

- Consider inviting local ceremonial dancers, community Elders, or any representative groups that think about water topics in your community.
- Gather everyone to say a few words of welcome, celebration, and gratitude for attending the event.

Step 6– Food

- Offer food. People love attending events with food! Consider contacting and inviting local food trucks.

Step 7– Marketing & Advertising

- Advertise and promote the event as early as possible. Consider your community's communication platforms (websites, social media, newspaper, radio) and create printed signage and flyers that you can post around town.
 - Include logos of presenting partners and sponsors.
- Contact your local newspaper- ask to attend and highlight the event.

Step 8– Opening Day!

[Reach out to the WaW team with any questions or comments! We are here to help! - \[wearewater@colorado.edu\]\(mailto:wearewater@colorado.edu\)](#)