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Welcome.

It’s that time of year again. National Night Out season is underway and the date is set for **August 1st 2017**. (Texas celebrates the first Tuesday of October)

We are excited to help you get started and plan another successful National Night Out event. The official National Night Out 2017 Guide will walk you through the necessary steps to make that happen.

Good luck from National Association of Town Watch. Let’s go celebrate a safer, more caring community.

- Founder and Executive Director
  Matt Peskin.
Thank you to our partners.

We’ve partnered up with Dietz and Watson, ADT, Kings Hawaiian, Associa and Ring for National Night Out this year. Our organization would not exist without them. Together, we are able to provide you the necessary resources and assistance in your coordinating efforts. Thank you to our partners. Thank you to our neighbors. Thank you, to you, for making National Night Out what it is.
The National Night Out name, logo, or variation thereof may NOT be reproduced onto any type of promotional goods or products. National Night Out is a registered trademark of the National Association of Town Watch. Unauthorized use is subject to legal action by NATW under applicable federal and state law.
August 7th, 1984

The first annual National Night Out culminated on the first Tuesday of August in 1984, three years after Matt Peskin founded the National Association of Town Watch.

- 23 States.
- 400 Communities.
- 2.5 million neighbors.
OVERVIEW OF THE PROGRAM

National Night Out is an annual community-building campaign that promotes police-community partnerships and neighborhood camaraderie to make neighborhoods safer, more caring places to live. Together, we are making that happen.

HOW MANY PARTICIPATE

Over 38 million neighbors take part in National Night Out across 16+ thousand communities from all fifty states, U.S. territories, Canadian cities, and military bases worldwide.

WHEN DOES THIS OCCUR

National Night Out will be celebrated on Tuesday, August 1st. The event is held annually on the first Tuesday of August. Texas celebrates Tuesday, October 3rd.
What you need to know.

Get an early start this year and begin planning the logistics of your event sooner rather than later.

Place your order early to assure full availability of National Night Out products.

Remember to download the Coordinator Toolkit from your registration confirmation email.

Join National Association of Town Watch to receive discounts in the National Night Out shop.

$35 natw.org/membership
**07 Steps to coordinate an event.**

<table>
<thead>
<tr>
<th><strong>01</strong></th>
<th><strong>SCHEDULE</strong></th>
<th>Organize a meeting between volunteers and coordinators to begin planning your National Night Out campaign.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>02</strong></td>
<td><strong>BUILD AND DELEGATE</strong></td>
<td>Establish a committee of neighbors, volunteers, law enforcement and community leaders to help plan. Assign responsibilities. Focus on food and beverage, entertainment, activities, location, media and communications.</td>
</tr>
<tr>
<td><strong>03</strong></td>
<td><strong>PLAN THE EVENT</strong></td>
<td>Begin to work on your assigned task. Schedule regular meetings for the committee to get together.</td>
</tr>
<tr>
<td><strong>04</strong></td>
<td><strong>PROMOTE</strong></td>
<td>Utilize the media prior to National Night Out, organize possible kickoff festivities, and spread the word to your entire community.</td>
</tr>
<tr>
<td><strong>05</strong></td>
<td><strong>SEND THE INVITE</strong></td>
<td>Invite all emergency personnel, local officials, local businesses, keynote speakers, celebrities, organizations, neighbors, friends and families.</td>
</tr>
</tbody>
</table>
08 Checklist.

- Register for National Night Out.
- Download the Guide and Coordinator Toolkit.
- Review the Guide.
- Enlist a team of volunteers.
- Contact the local police department.
- Schedule a meeting with volunteers.
- Delegate responsibilities for volunteers.
- Outline plans for your campaign.
- Join the National Association of Town Watch.
- Submit your awards program entry letter.
- Initiate a media and promotional plan.
- Submit your awards program preliminary agenda.
- Visit the online shop.
- Invite your community.
- Like us on Facebook.
- Inquire about Dog Walker Watch.
- Celebrate National Night Out.
- Submit your awards program report.
- Prepare your plans for project365.
- Ahh, have a beer.
Focus on the following.

- Food and beverage.
- Activities for the kids.
- Police involvement.
First, determine the type of event you plan to coordinate such as a neighborhood block party or centralized community event at a local park or parking lot. Do you plan to coordinate a kickoff event the evening prior to National Night Out?

Second, discuss particular food and beverage options at your National Night Out event. Think bottled water, soda, juice, coffee, tea, root beer floats, shaved ice, hot dogs, hamburgers, popcorn, bagged chips, soft pretzels, funnel cake, fresh fruit, ice cream, cookies, donuts, potluck, pizza, food trucks or local restaurants.

Third, be sure to incorporate activities and entertainment such as local bands and music, face painting, magician, moon bounce, dunk tank, K9 demonstration, emergency personnel display, guest speakers, ice breaker games, coloring activities, bicycle ride, athletics, pinata, scavenger hunt, karaoke, talent show, chalk art, outdoor movie, water balloon toss, carnival rides, parade, neighborhood awards, trivia, car show, helicopter landing and giveaways. ( ... to name a few )

Lastly, invite your neighbors and community including all emergency personnel, local businesses, officials, organizations and Nat the knight.

**June 09**

Awards program preliminary agenda is due on July 7.

**July 07**

Tonight, we celebrate National Night Out. Texas date: October 3

**August 01**

Submit your awards program report. Texas deadline: October 27

**September 13**
THE AWARDS PROGRAM OVERVIEW

The national awards program honors registered communities for participation in the National Night Out campaign. The program encourages communities to submit a post project report of their local National Night Out campaign and compete with communities across the nation. Be sure to document all phases of your campaign to communicate the efforts, success and effectiveness.
Become a member.
National Association of Town Watch membership is required to be eligible to enter the awards program.

Enter to compete.
Indicate your interest to enter the awards program and specify a particular category for entry.

Preliminary agenda.
Outline and submit your general plans for National Night Out.

Your event.
Good luck on another successful National Night Out campaign.

Send us your report.
Submit your awards program post project report based upon the guidelines provided.

Now we wait ...
Our team will review all eligible entries over the next several weeks. Good luck.
✓ Introduction and narrative.

Provide a brief overview of your campaign with overall results, statistics, impact and feedback.

✍ Involvement and planning.

What key agencies, organizations, groups, businesses and volunteers helped build a successful National Night Out? Elaborate on the details of your planning processes and committee meetings.

💡 Events and activities.

Document the implementation of events, activities and programs that occurred during the campaign.

📸 Media and photography.

Include local news coverage, event footage and photographs that visually communicate the success.

🗂️ Samples of material.

Share samples of any printed material used during your National Night Out campaign, including news clippings, posters, flyers, brochures and letters.

➕ Miscellaneous.

Include information or documentation that further emphasizes the success of your campaign. Provide feedback and suggestions. Include details of any plans to implement Project365 or Dog Walker Watch.
<table>
<thead>
<tr>
<th>OVERALL CAMPAIGN</th>
<th>SPECIAL EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of your local National Night Out campaign, including organizational structure, planning, community impact, results and communication with our team.</td>
<td>Originality and effectiveness of local events developed for National Night Out and impact upon local participation, media coverage and awareness.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NEIGHBORHOOD PARTICIPATION</th>
<th>OVERALL REPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extent of citizen involvement, statistics of participation, details of specific events and implemented activities.</td>
<td>Comprehensive entry with introduction and narrative, event agendas, documentation of participation and involvement, media and samples of material.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LAW ENFORCEMENT INVOLVEMENT</th>
<th>MISCELLANEOUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level of police or sheriff department participation and support.</td>
<td>Everything else, including timeliness submission, support of our national sponsors, efforts to involve new neighbors, and the implementation of Project365 and Dog Walker Watch.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MEDIA AND PROMOTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual documentation of available news broadcasts and articles, promotional material, event footage and photography.</td>
</tr>
</tbody>
</table>

Determine your category.

[ natw.org/awards ]
NATIONAL NIGHT OUT IS ONLY ONE NIGHT, WHAT ABOUT THE OTHER 364 DAYS IN A YEAR?

National Association of Town Watch launched project365 to extend the efforts of police-community partnerships and neighborhood camaraderie beyond one night. The yearlong program provides neighbors an opportunity to work together with the assistance of law enforcement to build a safer, more caring place to live.

The program encourages local registered communities to work together towards a common goal over the next 365 days. Announce your results at National Night Out and document your efforts in the post-project report.

1. Establish a goal or designate a problem.
2. Build your campaign and work towards your established goal.
3. Document your efforts.

A FEW EXAMPLES . . .

- a park plagued by crime, drugs, underage drinking, etc.
- a poorly lit corner with prevalent crime activity.
- launch a dog walker watch program in your community.
- robbery or burglary reduction plan in a high crime area.
- clean up plan for a particular area that consists of issues such as graffiti or illegal trash.
Neighborhoods throughout your city are invited to join over 38 million people in 16+ thousand communities from all 50 states, U.S. territories, Canadian cities, and military bases worldwide.

National Night Out is nationally sponsored by NATW, Dietz and Watson, ADT, Kings Hawaiian, Associa, Ring and co-sponsored locally by your organization / agency.

National Night Out is an annual community-building campaign that promotes police-community partnerships and neighborhood camaraderie to make our neighborhoods safer, more caring places to live. Together, we are making that happen.

From time to time, neighbors throughout your city and across the nation are asked to lock their doors, turn on their front porch lights and spend the evening outside with neighbors and law enforcement.

Along with the traditional outside lights and front porch vigils, most cities and towns celebrate National Night Out by hosting block parties, festivals, parades, cookouts and other various community events with safety demonstrations, seminars, youth events, visits from emergency personnel and exhibits.

National Project Coordinator, Matt Peskin said, “This is a night for our nation to stand together and promote awareness, safety, and neighborhood unity. National Night Out showcases the vital importance of police-community partnerships and citizen involvement. When law enforcement and the community work closely together, some amazing things can happen.”

Add information here related to your local National Night Out event. Include your coordinator, your organization / agency, your phone number and email address.

For more information visit us at NATW.ORG
WHEREAS, the National Association of Town Watch (NATW) sponsors a national community-building campaign on August 1st, 2017 (Texas celebrates October 3rd) entitled “National Night Out”; and

WHEREAS, the National Night Out event provides an opportunity for neighbors in your city to join over 38 million people in 16+ thousand communities from all 50 states, U.S. territories, Canadian cities, and military bases worldwide; and

WHEREAS, National Night Out is an annual community-building campaign that promotes police-community partnerships and neighborhood camaraderie to make our neighborhoods safer, more caring places to live; and

WHEREAS, neighbors in your city assist the local law enforcement agency through joint community-building efforts and support National Night Out 2017; and

WHEREAS, it is essential that all neighbors of your city come together with police and work together to build a safer, more caring community; and

NOW, THEREFORE I/WE, mayor / commissioners, do hereby call upon all neighbors of your city to join your organization and National Association of Town Watch in support for National Night Out on Tuesday, August 1st, 2017 (Texas celebrates October 3rd).

FURTHER, LET IT BE RESOLVED THAT I/WE, mayor / commissioners, do hereby proclaim Tuesday, August 1st, 2017 (Texas celebrates October 3rd) as “National Night Out” in your city.
USE OF THE LOGO
Remember, the National Night Out name, logo, or variation thereof may NOT be reproduced onto any type of product. National Night Out is a registered trademark of National Association of Town Watch.

ORDER MERCHANDISE EARLY
Order your National Night Out promotional products early. Place your order online at natw.org/shop by mid-June to ensure availability of all products.

OFFICIAL BANNERS AVAILABLE
The National Night Out 4’ x 6’ banners are designed with a full color process and four brass grommets to easily display using the included rope extensions. Sold in boxes of 5 only and shipped separately within ten business days.

COMPETE WITH OTHER COMMUNITIES
The National Night Out awards program is easy. Refer to the guidelines and eligibility requirements within. Compete with other registered National Night Out communities across the nation.
HOW DO WE REQUEST PERMISSION TO USE THE LOGO?

The National Night Out name and logo are registered trademarks of NATW. Unauthorized use is prohibited. Contact us online at natw.org/support to request the logo. Upon approval, we will be in touch within one business day with a link to download all necessary files.

WHAT IS THE DATE OF NATIONAL NIGHT OUT THIS YEAR?

National Night Out is always the first Tuesday of August. National Night Out is scheduled for Tuesday, August 1st, 2017. Texas celebrates the first Tuesday of October.

DO WE HAVE TO REGISTER FOR NATIONAL NIGHT OUT EACH YEAR?

Yes. National Night Out annual registration is free and required each year. Registration opens annually in early February. Once registered, you'll receive all necessary information and resources regarding the National Night Out campaign that year.