



Guide
and Coordinator toolkit



POLICE • COMMUNITY PARTNERSHIPS

Welcome

2025

Welcome to National Night Out. National Association of Town Watch (NATW) is looking forward to building a safer, more caring community with you and all of our neighbors across the nation.

National Night Out is celebrated on the first Tuesday in August. The date for National Night Out 2025 is August 5. The state of Texas and select areas approved by National Association of Town Watch celebrate the first Tuesday in October.

More information about National Night Out and the resources needed in building a successful National Night Out campaign can be found within the official Guide and Coordinator toolkit.

Thank you to our sponsors 7-Eleven, ADT, Associa, AT&T, Dollar Tree, Family Dollar, FirstNet, L.E.A.D, Nintendo and Starbucks.

Inside the Guide

Welcome letter	2
Trademark regulations	4
About us	5
How to plan	6
Ideas	7
Membership	9
Awards	10
Project 365	13
Shop	15
Volunteer sign-up form	17
Local registration form	18
Volunteer responsibility form	19
Nat the Knight coloring sheet	20
Donation request letter template	21
Media release template	22
Proclamation template	23
Thank you letter template	24
Contact us	25

Trademark Regulations

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.

Request the logo

The National Night Out name, logo or trademarks may be used on local promotional materials including flyers, posters, announcements and literature. However, it may not be used on promotional goods or products including apparel and accessories.

Additionally

Use of the National Night Out name, logo, or variation thereof by any commercial, for-profit company, except those approved and recognized by NATW, is strictly prohibited. Any company who supports your local National Night Out may not have its participation or association with National Night Out publicly advertised, displayed or promoted, unless they are registered as an official partner with NATW or we extend advanced written approval. The name and logo may be used on a limited basis by nonprofit organizations and agencies registered each year for National Night Out at natw.org.

NATW.ORG/CONTACT



Canva

Print custom flyers

About

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

National Association of Town Watch (NATW) introduced National Night Out in August 1984, a nonprofit organization dedicated to enhancing the communities in which we live and work.

National Night Out 1984 culminated in four hundred communities with more than two million neighbors across twenty three states. National Night Out has since grown to seventeen thousand communities celebrated by almost forty million neighbors.

The best way to build a safer community is to know your neighbors and your surroundings. National Night Out triumphs over a culture that isolates us from each other and allows us to rediscover our own communities.

Kay Bailey Hutchinson
Senator

Together we can

National Night Out is enhancing the relationships between neighbors and law enforcement while bringing back a sense of community. Additionally, National Night Out is an opportunity to bring law enforcement and neighbors together under positive circumstances.

How to plan

01

Introduce the idea

Begin the conversation about National Night Out with your neighbors and community. Introduce the idea of planning National Night Out in your community.

02

Build a team

Build your local team of volunteers including those who expressed wanting to be involved and establish a platform for communication.

03

Assign responsibilities

Schedule a meeting with your team to discuss who is responsible for what. Here are a few things to think about: Type of National Night Out event, Food and beverage, Entertainment and activities for the kids, Time and location, Fundraising, Contributions, Donations, Promotion and marketing, Communications with media, Vendors, Involvement from organizations and local businesses, Special guests.

Neighborhoods across the nation host block parties, festivals, parades, cookouts and various other community events with safety demonstrations, seminars, youth events, visits from emergency personnel, exhibits and more.

04

Get started

Begin processes necessary to complete all assigned responsibilities. Schedule weekly meetings to discuss progress.

05

Promotion and marketing

Here are some ways to spread the word: Design and share a flyer, Use a robo call system (for law enforcement only), Create and share an event on social media, Build a relationship with the local media, Attend community events prior, Send an email, Mail an invitation from your local police chief, Collaborate with other groups, organizations, clubs, commissioners, politicians (elected only).

Ideas

Type and location

National Night Out campaigns can be a smaller block party event or a larger, more centralized event in your community. Here are some event location ideas: Neighborhood street, Local park, Shopping center parking lot, Police Department, Fire Department, Church, Community center, School, Swim club, Athletic center.

Things to consider

Expected attendance, parking availability, access to bathroom, power and water supply.

Food and beverage

Consider options for attendees per specified restrictions and requests. Here are some ideas for food and beverage: Hot dogs, Hamburgers, Hoagies, Sandwiches, Wraps, Pizza, Popcorn, Chips, Pretzels, Funnel cake, Ice cream, Cookies, Donuts. *Include vegan and vegetarian options.

Activities and entertainment

Include activities for the kids and entertainment for all ages. Here are some ideas: DJ, Local bands, Radio station, Face painters, Clowns, Magicians, Jugglers, Moon bounce, Dunk tank, Carnival rides and games, K9 demonstrations, Emergency personnel display, Community awards, Scavenger hunt, Water balloon toss, Talent show, First responder-community games, Coloring activity, Chalk art, Poster contest, Caravan, Parade, Run, Bicycle ride, Helicopter landing, Proclamation signing, Visit from Nat the Knight.

Parents and their children have the opportunity to see squad cars, various emergency response vehicles, a medical helicopter, learn about a wide variety of safety topics and partake in numerous interactive family friendly activities. The department's public safety partners from the public, nonprofit and business sectors also participate.

Eric Werner
Maple Grove, Minnesota

More ideas

Involve the community

National Night Out is designed to enhance the relationships between law enforcement and community. Here are some examples of who to include in National Night Out: Local law enforcement and first responders, Elected politicians and officials, Public figures, Non-profit organizations, Neighbors.

Vendors

Local businesses and organizations should be included in National Night Out. Keep record of vendor contact information and maintain regular communication throughout the planning processes. Local businesses and organizations (Vendors) add value with information, resources, games, giveaways and more.

Donations and contributions

Donations and contributions are encouraged. Message local businesses and organizations to request donations and contributions in any form. Include a flyer and more information about National Night Out. A sample donation and contribution request letter can be found within and used as a template. Here are some examples of donations and contributions: Bottled water, Paper goods, Food, Volunteers.

Thank you

National Night Out takes time, energy and resources to plan. Message all volunteers, vendors, local businesses and organizations expressing appreciation for their involvement. A sample thank you letter can be found within and used as a template.

Membership

National Association of Town Watch

\$35
per year

[NATW.ORG/MEMBERSHIP](https://natw.org/membership)

\$25 off (1) National Night Out order

5% off all National Night Out orders

Eligibility to register for Awards program

Awards

The National Night Out Awards program recognizes registered communities for participation in National Night Out. Communities are encouraged to submit a post-project report and compete with communities of similar size across the nation.

June 01 Become a member of National Association of Town Watch

National Association of Town Watch (NATW) membership is required. Join or renew online at natw.org/membership before registration for the Awards program.

June 10 Register for the Awards program

Visit the website at natw.org/awards to register for the Awards program. National Association of Town Watch (NATW) membership numbers are required for registration and can be found on all invoices and receipts.

July 10 Submit the preliminary agenda

Email info@natw.org with a general overview including outline of the planned agenda for National Night Out this year. All information can be drafted and sent in the body of an email with subject line Preliminary Agenda.

September 24 Mail your report *October deadline for select areas is October 29*

Document the National Night Out campaign in a comprehensive post-project report and mail to 308 East Lancaster Avenue Suite 115 Wynnewood PA 19096. All National Night Out award entries must be submitted to the NATW office in a three ring binder. **Electronic submissions will not be accepted.**

Inside the report

Introduction and Post-Project Report Form

The Post-Project Report Form is required to be page one of the binder

Reports are required to include a completed Post-Project Report Form available in your confirmation email following registration for the Awards program and a general summary of the National Night Out campaign with estimated attendance, impact on your community, feedback and more.

Community and Organizations

Include mention of groups, non-profit organizations, businesses, guests, volunteers and community leaders involved in National Night Out.

Images, Video and Media files

Upload images, video and media files to a cloud-based server such as Google Drive and Dropox. Edit the privacy settings to allow viewing access. Email NATW with direct links to access all media files. Include links to local news coverage, flyers and other media files.

Mail the Report

**National Association of Town Watch
Attn: National Night Out Awards
308 East Lancaster Avenue
Suite 115
Wynnewood PA 19096**

Evaluation

Overall Campaign

A well developed structure of planning and commitment to building the National Night Out campaign with significant results and impact in the local community.

Community Involvement

Level of involvement, participation and support from local law enforcement agencies, first responders, neighbors, community groups, organizations and businesses.

Special Events

Implementation of effective local programs with a clear impact on participation, coverage, awareness and overall success including but not limited to Dog Walker Watch, Project 365 and National Night Out kickoff events.

Report and Submission

Report is received by deadline and includes the post-project report form, introduction, documentation of the campaign, links to media files, feedback and a clear representation of National Night Out branding, sponsors and mission.

Project 365

National Night Out is only one night, what about the other 364 days in a year? National Association of Town Watch (NATW) encourages you to work together with law enforcement towards a common goal over the course of one year to build a safer, more caring community to live and work.

Establish a goal

Build a team. Draft ideas and establish a goal. Here are some ideas: Focus on areas plagued by crime and drugs, Clean up areas with graffiti, trash and unwanted mess, Launch the Dog Walker Watch program, Develop a robbery or burglarly reduction plan, Improve a poorly lit area to deter prevalent criminal activity.

Develop a plan

Develop a plan with the team and work towards an established goal over the course of one year.

Document the progress

Keep notes and make notes of progress throughout leading up to National Night Out next year. Schedule regular meetings to discuss.

Announce the results

Share the results of Project 365 with the community on National Night Out and establish a new goal for the following year.

My hope for starting National Night Out was to reach the community and let them see the officers of our department in a positive light. This event brings police officers and the members of our community together in a fun setting and gives them the opportunity to get to know the officers and ask questions. It brings us to them, instead of them having to come to us.

Matt Oglesbee
Bluffton, South Carolina

NATW.ORG/SHOP



ALL NATIONAL NIGHT OUT ORDERS MUST BE PLACED ONLINE UNLESS OTHERWISE APPROVED BY NATW
NATIONAL ASSOCIATION OF TOWN WATCH (NATW) IS NOT LEGALLY AUTHORIZED TO TAKE ORDERS OVER THE
PHONE AND ANY ORDERS RECEIVED VIA MAIL OR FAX WILL HAVE A LONGER ESTIMATED PROCESSING TIME

Coordinator toolkit

Volunteer sign-up

Name

Email

Phone

Registration

Coordinator name and email

Location details

Expected attendance

Time

Planned activities

Volunteer responsibility

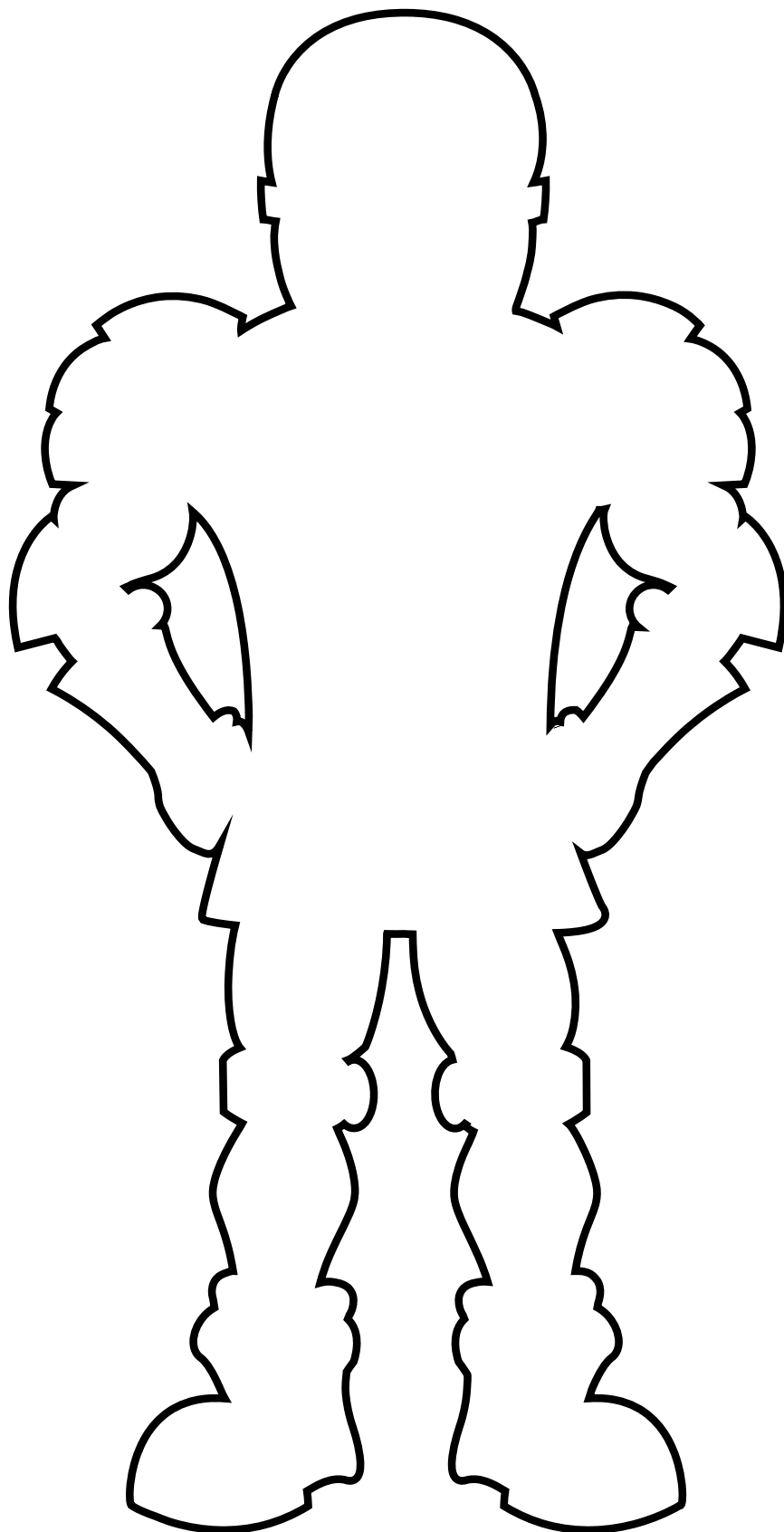
Full name

Responsibilities

Email

Phone

Other notes



Donation request

Date

Full name

Business or organization

Address

Name,

Insert your neighborhood or organization here is beginning to plan for the annual National Night Out campaign. We are reaching out today for your support at the local level. National Night Out will feature insert description of your event here. Details are as follows.

Date:

Time:

Location:

Purpose: Promote strong police-community partnerships and neighborhood camaraderie to make our neighborhoods safer, more caring places to live and work.

Expected attendance:

Our request:

Recognition:

Your support would be greatly appreciated. You can contact insert contact name here at insert email address here with any questions. We are excited about this opportunity and the impact National Night Out has on our community.

Sincerely,

Insert your name here

Insert your organization here

Insert your contact information here

Media release

NATIONAL NIGHT OUT : TUESDAY AUGUST 05 2025

STATE OF TEXAS AND SELECT AREAS CELEBRATE TUESDAY OCTOBER 07 2025

Neighborhoods throughout insert your city here are invited to join over 38 million neighbors across 17 thousand communities from all 50 states, U.S. territories and military bases worldwide.

National Night Out is nationally sponsored by NATW, 7-Eleven, ADT, Associa, AT&T, Dollar Tree, Family Dollar, FirstNet, L.E.A.D., Nintendo, Starbucks, and co-sponsored locally by insert your organization here.

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

Neighbors across the nation are asked to lock their doors, turn on their front porch lights and spend the evening outdoors with the community and law enforcement.

Along with the traditional outside lights and front porch vigils, many communities 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, exhibits and more.

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."

Insert information here related to your local National Night Out campaign. Include your coordinator, your organization, your phone number and email address.

For more information, please visit nno.org

Proclamation

WHEREAS, the National Association of Town Watch (NATW) sponsors a national community-building campaign on Tuesday, August 5, 2025 (The state of Texas and select areas celebrate Tuesday, October 7, 2025) entitled "National Night Out"; and

WHEREAS, the National Night Out campaign provides an opportunity for neighbors in insert your city here to join over 38 million neighbors across 17 thousand communities from all 50 states, U.S. territories and military bases worldwide; and

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

WHEREAS, neighbors in insert your city here assist the local law enforcement agency through joint community-building efforts and support National Night Out 2025; and

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

NOW, THEREFORE WE, do hereby call upon all neighbors of insert your city here to join insert your organization here and National Association of Town Watch in support for National Night Out on Tuesday, August 5, 2025 (The state of Texas and select areas celebrate Tuesday, October 7, 2025).

FURTHER, LET IT BE RESOLVED THAT WE, do hereby proclaim Tuesday, August 5, 2025 (The state of Texas and select areas celebrate Tuesday, October 7, 2025) as "National Night Out" in insert your city here.

Thank you letter

Date

Full name

Business or organization

Address

Name,

On behalf of insert your organization here, we would like to sincerely thank you for your contribution of insert contributions here at National Night Out on insert date of event here.

Your support is greatly appreciated. National Night Out was a success and would not have been possible without the support of our community and neighbors like you.

Insert number of attendees here neighbors came together for National Night Out. Elaborate on your local National Night Out campaign here.

Thank you again for your support.

Sincerely,

Insert your name here

Insert your organization here

Insert your contact information here



POLICE • COMMUNITY PARTNERSHIPS