

3rd Annual Diversity Discovery Free Day

February 11, 2018 12 pm – 5 pm

Partner Expectations & Deadlines



In 2016, The Building for Kids Children’s Museum and Celebrate Diversity Fox Cities, along with many local non-profit and community partners, launched “Diversity Discovery Free Day”. Over 1,200 children, parents, and family members came together to learn about diversity through interactive activities throughout the museum. This free event celebrated the broad spectrum of diversity in many forms including ethnicity, nationality, ability, religion, and family structure.

To continue to promote inclusion and provide additional educational experiences for families, a 3rd Annual Diversity Discovery Free Day will be held on Sunday, February 11, 2018 from 12 pm - 5 pm at The Building for Kids Children’s Museum. The event will once again provide a free day of fun and learning for children and families. We invite community organizations whose work relates to diversity to partner with us by providing an educational station at the event.

Key changes/additions for 2018

The event is moving to a Sunday. This will provide our partners with a shorter time commitment (having the booth active and staffed between 12 pm - 5 pm), while we still anticipate reaching over 1,000 children and their adults.

Community partners will be grouped by activity type and placed in clusters in non-exhibit spaces throughout the museum.

Organizations may choose to present an interactive performance or story time in addition to (or in place of) hosting an on-going activity at their booth.

Expectations for Community Partners

1. Create an educational experience related to diversity that is suitable for children of varying ages. We recommend that you consider basing the experience on an aspect of the community/culture/demographic that you are a member of or that you serve.
2. At least one representative of your organization must be present at your station throughout the day. This does not mean the same person must be there all day, but that someone who can represent your organization and supervise your activity is there throughout the day. We suggest recruiting members or volunteers from your organization for two or three hour shifts. Additional volunteers for your station can be provided if requested ahead of time.
3. At least one representative from your organization must attend a pre-event meeting (January 9 or January 11) These meetings will provide you with critical information, give you the chance to ask questions and see your station space ahead of time. We also value your feedback and input. If someone cannot attend the meeting in person there will be a conference call option. If your organization fails to send a representative or call in, you will not be able to participate in the event.
4. Set-up your station in advance. Options are: Saturday, February 10 between 5 - 7 pm or Sunday, February 11 from
5. 10 am – 12 pm. **All stations must be ready by 12 pm Sunday morning.**
6. Promote the event to your organization and the people you serve.
7. Reimbursement for materials necessary to your activity is available for up to \$200. This may include, craft supplies, paper activity sheets, books (if you are storytelling), etc. This money cannot be used for any of the regular promotional materials (brochures, business cards) that you plan to bring that day. If you need materials printed please contact Oliver Zornow and The Building for Kids can print the materials in house for cost-savings.

Important Dates/Deadlines:

Thursday, October 26th at 11 am or Monday, October 30 at 5:30 pm - Optional Information sessions

Friday, November 17- All Applications due. (Intent to participate, organization & contact information, diversity area, etc.)

Tuesday, January 9th at 4 pm or Thursday, January 11th at 6 pm - **Required** program participation meetings (must attend one)

Friday, January 12 - Additional volunteer requests due

Sunday, February 11 - 3rd Annual Diversity Discovery Free Day

Contact Oliver Zornow with any questions or concerns at ozornow@buildingforkids.org or 920-734-3226 x 19