



‘PROGRAMMING FOR SUCCESS’ TIPS

Ideas for creating and executing
local sport, culture and recreation
activities and events

NOT SURE WHERE TO BEGIN? DON'T WORRY - WE GOT YOUR BACK!

South East District has compiled some information to help you find the resources you need to deliver quality, inclusive and relevant programs for your community!

Check out the tips on what to focus on, where to find instructors and additional tools available!

**CAN'T FIND WHAT YOU NEED?
CONTACT US!**

Joni Hagen, Executive Director
Email: ed@southeastdistrict.ca

WEBSITE:

www.southeastdistrict.ca





OUTDOOR PROGRAMMING

TAKE IT OUTDOORS! Parks/open green spaces add wonderful opportunities for unstructured play. Today, people and families are looking for 'spur of the moment' things to do. Create welcoming spaces for people to enjoy in your community in all seasons, and ensure they are aware of those opportunities!

Build programs with a "play in the mud" philosophy - the benefits are endless when it comes to connecting people to nature!

Best Practice Examples:

- Teen Nature Photography
- Winter Walkers Club
- Art in the Park
- Snowshoe Loaner Kit Program

ACCESS FOR ALL

DON'T LEAVE ANYONE OUT. Intentionally consider how barriers might be minimized or eliminated in the development of each new opportunity and design programs with a diversity lens. Consider safety, access, affordability, and connectedness/inclusion.

Best Practice Examples:

- If dividing into groups for activities, use animals or numbers, NEVER by gender.
- Offer programs for FREE whenever possible.
- Ensure registration process is accessible - have online and paper options.
- If you have multiple languages in your community, consider offering signage.
- Target programs for specific equity groups, such as 'Silver Sneakers' (seniors walk and pickleball)

Check out [additional tools](#) about diversity and inclusion.





FAMILY-ORIENTED PROGRAMMING

HELP FAMILIES PLAY. Families are always so busy running with hockey, dance, etc. Why not offer welcoming spaces for families to drop in at their leisure to play together? Families that play together, stay together!

Best Practice Examples:

- 'Easter Egg Geocaching' or 'Operation Reindeer' - families at their own leisure track down Santa's missing reindeer via geocaching by walking around town.
- Family Drop-in 'Stick & Puck' at the rink.
- Winter Firepits at local outdoor rink.
- Paint by Number Community Mural
- Gallery on the Go (drop-in painting)

QUALITY PROGRAMMING

KEEP PARTICIPANT EXPERIENCE TOP OF MIND.

Always look for ways to continually improve by exploring best practices, finding efficiencies and collaborating to maximize the benefits. Establish a way to get feedback from program participants so you can adjust and improve future activities! Also, understand the levels of volunteerism needed to support programs.

Check out this [evaluation](#) resource!

Consider [HIGH FIVE®](#). It is Canada's only comprehensive quality standard for organizations providing recreation and sport programs to children aged 6-12. Through HIGH FIVE® training, front line recreation, sport and after school leaders learn how to incorporate the Principles of Healthy Child Development into their everyday programming.



USE SEASONAL RESOURCES

Throughout the year, seasons and holidays offer the perfect environment to create temporary recreational and arts programs including:

- beach volleyball
- outdoor yoga in the park
- 5Ks in support of timely causes
- outdoor reading nook/story time
- giant ice marbles balloon art
- painted chalk sidewalk obstacle course
- triathlon event
- pool-side paint night

Create active and welcoming outdoor spaces and leisure activities in all seasons, including winter:

- family gathering winter fire pits
- crokicurl
- skate trails
- story walks
- winter yarn bomb
- snowga (yoga in the snow)
- snow lanterns

Host contests that engage the community such as snowman building and 'front yards in bloom' (winter sculptures).

Embrace winter instead of hiding from it! Check out more ideas on our [website](#).

PLAN, PLAN, PLAN

The key to programming is being proactive and putting a plan in place for all seasons of the year. This includes identifying community needs and gaps, resources required, program outcomes (what you want to achieve) and step by step actions and tasks that will get you there. You will also want to establish evaluation procedures.

Check out these [planning tools](#).

Once you have a plan established, a budget with estimated expenses and revenue is required. Grants, donations and sponsorship can help support your programs. Check out our [funding page](#) to begin your grant search. Never applied for a grant before? Ask us about our [grant writing webinars](#)!



WHERE DO I FIND INSTRUCTORS?

Look in your own community and surrounding areas – you would be surprised at how many people have talent to contribute! Create a [Call for Instructors](#) through the library, rink or school! Get the word out on social media on what you are looking for! Whether it is a person who is passionate for fitness, or someone who is an excellent photographer, or an individual who loves working with youth or knows how to knit!

There is also a network of organizations that exists that can link you to resources as well as certified leaders, instructors and artists:

SPORT organizations ([click here for list](#)).

CULTURE organizations ([click here for list](#)).

RECREATION organizations ([click here for list](#)).

WHERE ELSE CAN I FIND RESOURCE PEOPLE FOR PROGRAMS?

- [Fitness Leaders Database](#) (Saskatchewan Parks & Recreation Association)
- [Visual Artist List](#) (Organization of Sask. Arts Councils)
- [Artists](#) (Wolseley Gallery)
- Theatre/Drama camps - [Globe Theatre](#)
- Some municipalities have art galleries, art councils, theatres, and pottery studios who may be able to share contacts and resource people for programs. Reach out to them!
- Feel free to contact South East District staff - we may be able to link you to what you are looking for!



CREATE ENGAGING PROGRAMS

BE INNOVATIVE AND CREATIVE. Establishing a theme for a program or event makes it memorable and interesting. You may create a theme around the activity, the community, or the season; themes can elicit community engagement. Incorporating the theme into your promotions will spark interest from the community!

Best Practice Examples:

- Canoe by the Stars Program: Explore the sky above and let the stars be your guide
- Drop-in 'Game of Throws' Dodgeball
- Sport "Try It" Clinics



COORDINATION & COLLABORATION

WORK TOGETHER. Facilitate regular opportunities to communicate, collaborate and coordinate services across different local groups and committees (i.e. neighbouring communities, seniors centre, library, school, rink, museum). Rallying behind shared outcomes will strengthen collaboration and improve effectiveness of the delivery system.

Best Practice Examples:

- Summer Shack: Recreation Board and Museum offer a free drop-in program featuring games and crafts for families that pops up in local parks in town all summer long.
- Breakfast Club: recreation centre partners with local cafe for a morning walking club and coffee/breakfast afterwards.