

# Guide to launching 50 Things to Do Before You're Five in your Early Years or School setting

50 Things is a community resource, all the ideas suggested are just for guidance and we would encourage you to launch 50 Things in a way which suits the needs of your setting and families.

## Organise a special event

Organise a special event and publicise it to families who attend your setting or school. You could also invite prospective families to see the exciting things that go on in your setting.

## Download the app

Encourage families to download the app before your event and have staff on hand to talk through the app.

Keep the momentum going after your event by running a challenge:  
**"Post ten 50 Things photos on Seesaw or Family and receive a certificate."**  
**"The best puddle jumping picture wins a prize."**

## Challenge

## Use an existing event

You could do your launch at drop off/pick up times or as part of a larger event that you expect parents will attend - i.e. Parents' Evening, Spring Fair, Sports Day, New Parent Introduction Evenings

## Set up activities for families

Set up some activities for families to have a go, here are some ideas!

**#8 Bubbles** - Large trays set up with bubble mixture and bubble wands for children and families to enjoy.

**#4 Make Your Mark & #38 Posty** - Provide paper and stamped envelopes and encouraged children to make marks and then walk to the local post box.

**#23 See it Live!** - Settings have bought in a story teller or puppet show as a special addition to their launch.

## Goodie bags

You could provide 'goodie bag' for families who attend the launch event. It may contain some of the following items, but shouldn't cost much - some settings have got local businesses to provide items for free!

A local bus timetable - **#28 The Wheels on the Bus**

Seeds to plant - **#19 Growing, Little People, Plants and Things**

Small pack of art/writing materials - **#20 Mini Artists**

## Media promotions

Launch using media promotions using tools such as:

50 Things posters

Your newsletters

Text messaging

Social media