



All-Star Smiles Event Planning Guide



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Welcome Partner Dentist

Thank you for becoming as All-Star Smiles Partner Dentist! Our mission is to provide access to uncompromised dental care to children in our underserved communities to eradicate childhood tooth decay.

By partnering with All-Star Smiles, you have not just chosen to recognize the disparities in our underserved children face when it comes to dental care, but you have chosen to take action! We are grateful and excited to have you part of this national initiative.

This guide will provide you with important information to help you make your All-Star Smiles event successful for your practice and impactful for your community. All forms and samples are clickable downloads for ease of use.

Once you register your event at www.allstarsmiles.org/eventplanning, I will contact you to answer any questions you may have. Again, thank you for joining All-Star Smiles and giving children a reason to smile!

My Deepest Gratitude,

Ericka Pierce
Executive Director

About Us

How It All Started...

Dr. Craig Spodak and then, Marlins All-Star fielder Giancarlo Stanton joined forces in 2015, when Stanton was treated at Spodak Dental Group after suffering dental damage during a baseball game in September of 2014. A friendship and partnership formed and so was All-Star Smiles! They believe all children deserve a healthy smile and were determined to make it happen. All-star Smiles was granted nonprofit status in April of 2017.

Our Why...

As a Dental professional, you are passionate about your work and those you serve. The statistics in our field are staggering and even though childhood tooth decay is largely preventable, it remains one of the most common diseases affecting children. It is five times as common as asthma and seven times as common as hay fever, according to the Centers for Disease Control and Prevention. CDC says 42% of children ages 2 to 11 have had cavities in baby teeth and 21% of those ages 6 to 11 have had cavities in permanent teeth. Untreated tooth decay is twice as high for children from low-income families. Some of these children are in pain which affects all aspects of their life including education. Over 51 million hours of school time are lost each year due to dental disease, leading to increased educational disparities and decreased productivity. All-Star Smiles' mission is to provide uncompromised dental care to underserved children in an effort to eradicate childhood tooth decay. This is a nationwide initiative and you can make a difference.

Why YOU?...

There are SO many reasons YOU should join All-Star Smiles as a Partner Dentist! When you see a child smile with confidence, remember the ones who won't because they are too embarrassed or in pain. Those children may not live in your neighborhood or go to your child's school, but they deserve to smile with confidence, and they deserve uncompromised dental care. To go along with the feeling of giving, joining All-Star Smiles will be good for your practice! Positive office culture, generating PR, media recognition, community involvement; all are benefits of your generous involvement.

Planning Your All-Star Smiles Event

Event Coordinating Team

Building a team of enthusiastic and capable event leaders to coordinate your event is key to making it a success. Responsibilities include program planning, budgeting, promotion, evaluation and volunteer coordination.

Though it's obvious to enroll talent from your practice to be part of your event Steering Committee, there are many groups outside of your practice that could be excellent event leaders. In addition to your office team, consider dental and dental hygiene school faculty and students, school nurses, parents, Parent Teacher Associations (PTAs), public health representatives, and other members of the medical community.

Choose Your Scope of Service

An All-Star Smiles event can be custom tailored to your practices' capacity, ranging from one child a month to hosting a one-day large scale community event. The event committee should consider the following questions prior to panning.

- What services will be offered (screening, sealants, restorative, etc.)?
- What will our program/ event impact goal (12 children in 12 months, 12+ children in one day, 30+ children in one day)?
- How many volunteers will be needed?
- Where will the event be held?

Screening Events

Screening events have the flexibility to be held in a variety of locations, on-site at your community partner's or at your practice. If you choose to conduct a screening event, it is important to either have a follow-up event or supply a list of dentists or clinics who will treat dental needs at little or no cost.

Restorative Treatment Events

Restorative treatment events require more time, human resources and a larger budget, but the payoff in terms of impact and media exposure is well worth the effort. These events typically take place at your practice, but can take place at clinics or dental schools as well.

Event Packages

To support our partners with event planning, we have put together 3 event options to choose from. These are “packages” put together containing marketing and promotional materials as well as a treatment supplies based on size of your event. An opportunity to purchase additional All-Star Smiles material available with any package.

Annual Monthly Commitment (12 children treated in 12 months)

- Includes access to the All-Star Smiles logo and digital banners for use on your website
- 15 All-Star Smiles hats or T-shirts
- All-Star Smiles door/window decal
- Goodie bag for children including All-Star Smiles stickers, dental hygiene pack
- Dental treatment supplies

One Day Event for 12+ Children

- Includes access to the All-Star Smiles logo and digital banners for use on your website
- 15 All-Star Smiles hats AND T-shirts
- All-Star Smiles door/window decal
- Lifesize Cutout of Giancarlo Stanton (optional)
- Goodie bag for children including All-Star Smiles stickers, dental hygiene pack
- Dental treatment supplies

Official All-Star Smiles Day Event

- Event coordination assistance
- On-site video/photo shoot
- Event pop-up package (tent, flags, table wrap, etc)
- Access to the All-Star Smiles logo and digital banners for use on your website
- 30 All-Star Smiles hats or T-shirts
- All-Star Smiles door/window decal
- Lifesize Cutout of Giancarlo Stanton (optional)
- Goodie bag for children including All-Star Smiles stickers, dental hygiene pack
- Dental treatment supplies

Preliminary Steps to Planning your Event

1. Choose your event date. February is National Children's Dental Health month and October is Dental Hygiene month, however, any time during the year that fits your practice is acceptable!
2. Identifying children for your event. We recommend pre-identifying children for your event so you can be sure you have the capacity to accommodate the children, you have enough volunteers, you can plan for fun activities, and supplies/ equipment to meet the dental needs of the children.
3. Event Location. The size of your event will dictate where to conduct it. Some possibilities are at your practice, dental schools, Boys & Girls Clubs, mobile dental van, community health center, school gym, fellowship halls, etc.
4. Securing dental equipment and supplies. All-Star Smiles and its sponsors will donate a supply kit of basic dental supplies for your event if requested. Each dental partner is ultimately responsible for securing dental equipment and supplies as part of their commitment.

Event Promotion

Promoting your All-Star Smiles event is crucial to its success and for getting the word out about the disparities in dental care in our underserved communities. We have supplied you with tools such as press release, media advisory, PSA script and media articles samples to support your promotion efforts. You can also promote your event by using your own connections and sphere of influence!

Event Day Tips

Your diligent planning is about to come to fruition! Here are a few tips to make sure your event runs smoothly and is a positive experience for the participants.

- Plan fun age appropriate activities to keep the children entertained while waiting. You can go as big as hiring entertainment such a magician, DJ, carnival games or as simple as an art and education table. These experiences will encourage a positive imprint of the sometimes-scary dentist office.
- No-shows are guaranteed to happen. With all the effort you put in, try to minimize disappointment of your team by over-booking your event.
- Consider asking local sports teams and cheerleaders to volunteer as child champions. Having a person there comforting and cheering them on during

cleaning and restorative work can make a huge difference in the child's experience! Of course, any volunteer, athlete or not, can be in this role.

Event Evaluation & Gratitude

Fine tune your future events by conducting a post event survey. Include participant AND volunteers.

Lastly, show your gratitude to all who contributed to your event. We couldn't have done it without them! Expressing thanks in a timely authentic manner will also help to retain volunteers and partnerships for future events.

Social Media Tips

Facebook

- “LIKE” the All-Star Smiles official Facebook page. Share the All-Star Smiles official Facebook page on your own business page, personal page and with friends.
- Create a status update on your personal page, note that you’ve joined All-Star Smiles and the services you will be offering on event day.
- Post status updates and reminders about the event weekly on your page.
- Encourage your team to like the All-Star Smiles Facebook page and share your event status updates.
- Become a member of local civic group pages (Chamber of Commerce, City or community pages, local radio, television and news pages, etc.) and encourage their participation and attendance at your event.
- Create a Facebook Event and send invitations to friends and business page fans.
- Post photos of your team, practice and patients to promote event.
- Use social media assets provided by All-Star Smiles to build awareness.
- During event day, post photos, and go LIVE! (Be sure to have participant media releases.)
- Create ads or promote posts using your current social media budget or create a promotion budget for your event.
- Following the event, post ‘Thank You’ messages for participants and contributors and invite them back for next year!

Instagram

- Follow All-Star Smiles and repost All-Star Smiles IG posts.
- When posting about All-Star Smiles or your All-Star Smiles event, always tag @Allstarsmiles, @Giancarlo818, and other partners and use hashtags including #GivinChildrenAREasonToSmile.
- Take advantage of trending hashtags by using IG’s “Explore” feature to find posts related to trending hashtags and make the work for your posts (#dentalhealthmonth, #Thankfulthursday etc.).

Your Business Website

- Add a link to the All-Star Smiles website and Facebook page:
www.allstarsmiles.org & www.facebook.com/allstarsmilesfoundation.
- Use a provided digital banner to let people know you're an All-Star Smiles Dentist.
- Create an announcement on your 'Upcoming Events' page.
- Add photos of your event on in your photo album. (Confirm media releases first)

Local Media

- Send your press release out to all local television stations, newspapers, online community news services and City/ County officials.
- Visit local media websites and place your All-Star Smiles event on their community calendars.
- Ask for a PSA announcement (each station offers a certain number of public service announcements free of charge quarterly (usually first come first serve).