

TRUNK OR TREAT

PURPOSE:

Offer patients and the community a fun and safe activity during the Halloween season and raise money for a charity or local cause. The event offers great exposure for local businesses, presents the opportunity to give back to the community, and allows for the potential to generate new patient leads.

ACTIVITIES:

During the event, several activities will take place for staff and participating local businesses to interact with patients and the community. The following list breaks down the logistics and purpose of each activity.

- **WELCOME TABLE**

A welcome table should be placed at the beginning of the Trunk or Treat vehicle area. At the welcome table, a staff member will greet the attendees, briefly explain to them the event activities, fundraising cause, and sign-up those wanting to participate in the costume contest. In addition to greeting the attendees, the welcome tabler can offer non-patients of chiropractic the gift of a Health Pass.

- **TRUNK OR TREAT**

Participants and attendees gather in the clinic's parking lot to trick or treat out of the decorated trunks of clinic staff and local businesses. Families come in their best Halloween gear and costumes to admire each trunk's decorations, talk with businesses, and receive candy. *Examples of Trunk or Treat are on page 4.*

- To help raise the most funds possible for your chosen charity, consider charging those businesses wanting to participate with a decorated trunk a fixed admission fee. When reaching out to local businesses, be sure to explain to them the purpose of the admission fee and assure them that 100% of the fee will be donated to the chosen charitable organization.
- When selecting businesses to invite to participate, contact those that focus on providing products and services that are family and child-focused. Encourage each business to have 25 of their customers and/or loved ones in attendance. Below is a list of businesses to consider contacting for participation.

- Child Care Providers
- Pediatrician
- Optometrist
- Family Dentist
- Family Eye Clinic
- Learning Center
- Dance Studio
- Gymnastics Studio
- Swim School/ Academy
- Taekwondo or Karate Studio
- Sports Leagues/ Clubs
- Boys & Girls Club or YMCA
- Children's Boutique
- Child Photographer
- Shoe Store
- Bakery
- Pizza Shop
- Candy Store

• **FUNDRAISER**

To amplify the impact of the event, consider holding a fundraiser for a local charity or cause that you want to contribute to.

• **COSTUME CONTEST:**

Attendees of the Trunk or Treat can enter into the costume contest. Entries of the costume contest can sign-up before or at the event. All entrees will pose for the camera to capture their spookiest pose. The winner(s) of the contest will be announced on Facebook at the end of the event. To congratulate the winner(s), the post should include a picture of the winner(s), their first name, and costume entry. To determine the winner, consider having a designated staff member(s) decide the best costume(s) during the event.

- **Prize:** The prize of the costume contest can be decided upon by each clinic. Some suggestions for prizes include gift cards from local businesses, a spooky gift basket, and trophies.
- Handmade trophies can be a really fun and great way to award the costume contest winners. Winners of the contest will showcase the trophy for years to come and reinforce their positive experience with the clinic. Below is a link for some ideas in making handmade trophies from dollar store items. For more inspiration, see page 5.

<https://makeit-loveit.com/costume-award-trophies-for-your-halloween-party>

- If you make trophies, place them in a high traffic area in your clinic next to the events promotions or the costume contest sign-up sheet to peak patient's interest in the costume contest.

• **FOOD TRUCK:**

Adding a food truck to your event will encourage further attendance from people of all ages and offer the community a fun, socially distant lunch option to celebrate the holiday. Similarly to Food Truck Fridays, attendees who are not patients of the clinic will be offered the gift of a Health Pass and given the opportunity to sign up for a New Patient appointment time.

- In the weeks prior to the event, be sure to provide promotions and menus for the food truck to get your patients excited about and interested in your event.

GETTING NEW PATIENTS:

Doctors and clinic staff will interact with the attending families throughout the entirety of the event. Whether it is the first greeting at the welcome table, showing off your staff's decorated trunks and handing out candy, or mingling with people at the food truck, the event offers several opportunities to build relationships with prospective patients, gift them a Health Pass, and sign them up for a time to come in for a New Patient appointment.

HOW TO PROMOTE THE EVENT:

To get a good turnout at the event, it is very important that your clinic promotes the cause and activities associated with the Trunk or Treat in the month/weeks leading up to it. For best results, it is recommended to promote for 3-4 weeks prior to the event.

- If local businesses are participating by having a trunk at your event, make sure to promote their participation accordingly. Furthermore, if you are fundraising for a charity or organization, incorporate it into all event promotions. People love to give back to their communities in any way they can, so knowing that the event has a charitable purpose will increase attendance and help you raise the most funds possible to help your chosen organization.
- The following are some examples of what can be done to promote the event.
 - Internal flyers
 - Promotional slides on the clinic's TV's
 - Office take home handouts
 - Giving handouts to local businesses
 - Facebook events
 - Continuous Facebook posts
 - Continuous Instagram posts
 - Having all participating businesses and food truck promote the event in their business and on social media

PLANNING AHEAD:

Since the event is held outside, your clinic must have a backup plan in the event of bad weather. To make sure that you are prepared for bad weather, consider some of the following questions.

- Where would you move the event? What would the activities look like? Are you still able to have the same attendance? Would you be able to accommodate the food truck? If so, how will attendees be able to order their food and where could they eat it? How will the Trunk or Treat participants showcase their decorations? How can you make the most of the event despite the drawbacks?

COVID-19 PRECAUTIONS:

Since the event is outdoors, attendees will have the ability to socially distance to keep them and their families safe. While outdoor gatherings do not require for guests to wear a mask, discuss with your staff what you feel are the safety precautions necessary for your event.

- To decrease the spread of germs, have the owner of each vehicle participating in the Trunk or Treat hand out the candy to attendees.
- Offer hand sanitizer at various "Slime Stations" throughout the sections of the parking lot where the event is being held. Referring to hand sanitizer tables as something on theme with the holiday such as "Slime Stations" shows attendees that your clinic prioritizes safety along with fun, community outreach.

IDEAS & INSPIRATION

TRUNK OR TREAT:



TROPHIES:



QUESTIONS?

If you have any questions regarding the planning and execution of a Trunk or Treat event, don't hesitate to reach out! All questions can be directed to Big Fish and Northern Life Wellness's Marketing Strategist, Rachel.

CONTACT INFO:

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