El Día de los Niños
Celebrating Young Americans

Presented by
Rebeca María Barrera & Merri Longoria Gutiérrez
Today we will discuss...

- The goals of El Día de los Niños Celebrating Young Americans
- Why we should celebrate El Día de los Niños
- Ways to Celebrate
- How to Organize Your Celebration
El Día de los Niños
El Día de los Niños

• 1996 First National Summit on Young Latinos
• El día del niño in Mexico is April 30
• The first celebration in the United States was April 30, 1998 in San Antonio, TX
• Over 100 cities & organizations celebrate in the U.S.
• The U.S. Senate has passed resolutions every year
Celebrating Young Americans

• In Chicago the words “El día de los niños Celebrating Young Americans were translated into 14 languages.

• In Miami the Cuban American National Council hosted a dance festival featuring the Carribean cultures in their city.

• In San Juan, Puerto Rico all the bells ring at 10 am.

• In Phoenix, the Centro Cultural Chino booth shows children how to write their names in Chinese characters.

• Throughout the day children are learning about each other and leading the way to understanding their diverse nation.
How to get involved

• What’s an official city?
• Download the registration form
• Download the logo

http://nlci.org/initiatives/el-dia-de-los-ninos/
Why should we do this?
We host this event to:

• Uplift young Latinos
• Reinforce cultural connection
• Address community issues
• Create leadership opportunities for youth
Youth Leaders

• It’s their day! Give them a role to play.
• Meet with City Council for a resolution
• Lead the parade
• Manage activities for the younger children
How do we do celebrate?
Create a Work Group

• Create a work group
• Hold focus groups and community summits
• Pass resolutions focused on issues
• Start a community project
• Plan events for April 30
Generate Resolutions

• Write your resolutions so they include your issues
  • Personal
  • School & organization
  • City
  • State
  • National organizations

• Resolutions also give you a mailing list
Create Events

- Milagro display
- Business roundtable
- Policy power breakfast
- Día de los libros at library
- Press event
- Parade
- Children’s festival
Build partnerships

• Who else has these concerns?
• Which non-profit groups?
• Which business leaders can you count on?
• Who are your elected officials?
• Find sponsors
Volunteers

• Volunteers are the most important participants
• Create shifts
• Give them branded items to wear
• Always say thank you!
• Certificates of service for students
Getting sponsors

• What can you offer a sponsor?
• Match events or activities with type of business
• Cash
• In-kind
• Volunteers
• Awards
• Thank you
Media Plan

• Social media
• Newsprint
• Radio
• Television talk shows
• Posters
• Flyers
• Corporate partners ads
April 30
Is the children’s Day
How do we do it?
Logistics & Things to Consider

- Timeline
- Worksheets
- School day or weekend?
- Volunteers
- Floor Plan or map of the festival
- Work sheets
- Organizing supplies
- Tables and tents
- Decorations, balloon arches, ribbons
- Signs, banners, stage
- Sound system
- Food and water for volunteers
- Clean up – recycle and other
- Permits
- Insurance
- Security
- Parking School busses
- Kids bringing lunches
- Diaper changing and feeding
- Bathrooms
- Planning for inclement weather
- Marketing
- Communication with social media
- Thank you gifts
- T-shirts, Aprons, and caps
- Certificates for service hours
- Photographer, document the event
- Wi-fi
- Electricity or generators
- Water station
- Trash
- Recycling stations

(Please download the Tip Sheets from NLCI.org)
Children’s Parade

Things to consider

• Where to start & end
• Age of participants
• Theme
• Banners & signs

• Decorations, streamers
• Music
• Bicycles, skates, strollers
Opening ceremony

• Who should be on stage?
• Reading of the proclamation or resolution
• Blessing
• Entertainment
• Piñata
• Stage setup
  • Sound
  • Decorations
  • Stage manager
Children’s Activities
Milagros

Dreams for our Future

Tips

• Milagros create a voice
• Design a display
• Collect supplies
• Organize the work space
• Tie scissors to the table!
• Collect the Milagros for the next display
El Encanto del cuento

- Story Telling
- Story Booking
- Oral Histories
- Tech-ing it up!
- Book Readings
- Meet the Author
- Poetry readings
Field Games

• Parachute
• Hula Hoops
• Jump Rope
• Races
• Basketball hoops
• Bicycle Rodeo
• Baleros
• Marbles
Arts & Crafts

- Popotillo (straw art)
- Repujado (embossed metal)
- Papel picado
- Huichol yarn art
- Ojo de Dios
- Make a hat
- Cascarones
- Macrame (finger knotting)
- String beads for 3-6 yrs
- Papalotes (Kites)
- Tissue paper flowers
- Amate painting
- Face Painting
Building things

- Robotics Simple Assembly
- STEM projects
- Cardboard Carpentry
- Giant Legos for little ones
Board Games

• Chess Tournament
• Checkers
• Dominoes
• Lotería
Music & Dance

• Circle games
• Ballet folklorico dance instruction
• Mariachi demos of instruments
• Drumming and making sounds
• Cheerleading demos
Performers on Stage

• Talent show
• Singers
• Dancers
• Theatrical performances
• Puppets
• Poetry Slam
Science for little ones

- Water Play
- Recycling
- Animal care
- Solar power
- Water conservation
Safety Zone

- Car seat installation
- Skateboard demo
- Bicycle rodeo
- Fire trucks
- K-9 Unit
Family Information Booths

- Head Start
- Dental and Well–baby checkups
- Health department
- Get a library card
- Teen voter registration
- Zoo, museum, aquarium
- Health insurance
Support stations

- Check in Volunteers
- Information booth with maps
- Supply storage
- First Aid tent
- Lost and found
- Food storage for schools
- Food service
Next steps

• Gracias
• Planning committee for next year
• Certificate for community service
• Follow-up on issues
• Fundraising for next year
For more information
www.nlci.org

¡Gracias!
Rebeca María Barrera
Merri Longoria Gutiérrez