



# Scratch Day Organizer Toolkit

Start here to plan your own unique Scratch Day experience.



## Imagine

### Plan

### Invite

### Post

## What is Scratch Day?

Scratch Day is a global network of events where people gather to celebrate [ScratchJr](#) and [Scratch](#), the free creative coding platform and online community. Scratch Day events bring together young people, families, educators, and collaborators from the Scratch and ScratchJr communities to welcome newcomers, share projects, and learn from each other.

## Scratch Day Around the World

Each year, there are hundreds of Scratch Days around the world. Scratch Days come in all shapes and sizes. Scratch Foundation has celebrated Scratch Day in May since 2007, in honor of Scratch's birthday. But Scratch Days can happen any time of year! Organizers choose the date, time, place, program, activities, and target audience for their event based on their unique community needs.

If you have specific questions regarding Scratch Day, please contact us: [programs@scratch.mit.edu](mailto:programs@scratch.mit.edu).

## Scratch Day Toolkit

This Scratch Day Toolkit is designed for you to “choose your own adventure” and make your Scratch Day work for your unique region and audience. Enclosed in the toolkit zip file, you will find resources that will help support event pre-planning and day-of implementation. We can't wait to see what you create!

The toolkit contains:

- Scratch Day Snapshots
- Planning Checklist
- Agenda Ideas
- Activity Ideas
- Facilitation Tips
- Promotional Materials & Downloads

Within these documents, you will find links to additional resources and templates you can use, like the [Scratch Day Media Kit](#) with graphics and backgrounds.

See the next page for how to host  
your Scratch Day in 3 Steps!





# How to Host your Scratch Day in 1-2-3

## 1. Complete the [Scratch Day Organizer Form](#) (link).

This form helps Scratch Foundation support and promote Scratch Days around the world.

## 2. Add your event to the [Scratch Day Map](#).

[The Padlet](#) (link) puts your event on the map to inspire others around the world!

► On the Padlet, click the plus sign icon on the bottom right of the page. Option 1: search your location and click the name of your city. Option 2: drag and drop the pin to where your event will be located and click the name of your city.

► You will prompted to enter the following:

Event Name:

Organization name:

Event Date:

Event Location: (city, state, region, country)

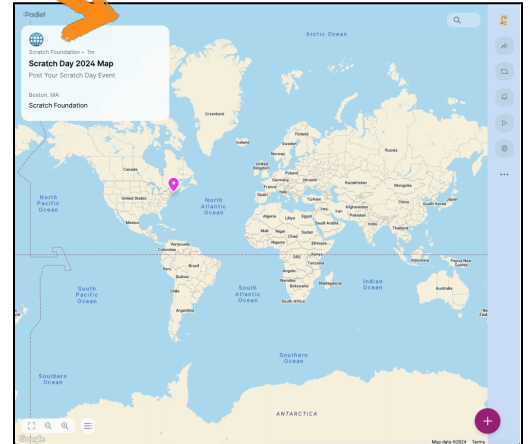
Event Link:

Is this event open to the public? (yes/no)

Primary audience: (kids, families, educators, community, other)

One activity we are excited about is:

Region: (Africa, Asia, Caribbean, Central America, Europe, North America, Oceania, South America)



► Once your information is correct, click the “Publish” button. It might take a day or two for the Scratch Foundation team to approve your post. Now you’re on the map!

## 3. Use the resources contained in the toolkit zip file to help plan your event. *Have fun!*

**Tip:** If you’d like to translate this document, [click here to make a copy](#) of this Google doc.