

Takeover Day: Step-by-step guide

Embarking on Takeover Day for the first time can be quite daunting. We have created a calendar to give you some tips and advice on when to do things to help you be best prepared. Remember we have official dates for Takeover Day, but you can choose to hold one whenever its best for you. We have kept this calendar flexible so it can suit your needs. We are always happy to help, so if you need support around any aspect of your planning, please do get in touch: takeoverday@kidsinmuseums.org.uk

JANUARY

ACTION

Kids in Museums announce our national Takeover Day dates.

RESOURCES

- Sign up to our mailing list.
- Follow us on social media @kidsinmuseums
- Find out more about Takeover Day on our website.

SIX MONTHS BEFORE TAKEOVER DAY

ACTION

Think about why you want to take part in Takeover Day. Do you want to build relationships with new groups, gain feedback to improve your offer for young people or break down hurdles that young people might face in visiting your site?

RESOURCES

- To help you think about what young people might think about visiting museums, have a look at:
- our Hurdles to Participation report
 - Derby Museums non-visitor report.

Consider any internal challenges that might make it difficult for you to take part in Takeover Day.

- Watch our short film for our suggestions on how to overcome challenges like staff resource and budget at your organisation.

Who do you want to partner with for your Takeover Day? Do you have a relationship with a local school or youth group?

- Take a look at our Finding a partner guide.

What kinds of activities can children or young people do?

- Read our suggestions of example roles that children and young people can take over and see what would fit in your inspiration.

FOUR MONTHS BEFORE TAKEOVER DAY

ACTION

Start contacting potential partners. Start to plan your event with your partners. By planning the event with your partner from the start, you both have ownership over the day.

RESOURCES

- We have resources to help you demonstrate the impact that Takeover Day can have for children and young people:
- All about Takeover Day: Partner Overview
 - Why take part in Takeover Day film.

Think about safeguarding. For example, do you need to carry out any DBS checks on staff before the day? Will you use volunteers to help you on the day?

- Look at our Safeguarding Overview to understand what checks needs to be carried out in advance.

THREE MONTHS BEFORE TAKEOVER DAY

ACTION	RESOURCES
<p>Confirm your date and register your event on our website. This will give you access to our materials, such as stickers certificates and posters, to use at your event. We will also then consider you for press opportunities.</p>	<ul style="list-style-type: none"> Register your event on our website to let us know what you are planning.
<p>Think about how you will publicise your Takeover Day. How can you gain external interest, encourage staff buy in and widen your profile?</p>	<ul style="list-style-type: none"> Look at our Promoting your Takeover Day guide and create your own communications plan.
<p>Plan how you will evaluate your Takeover Day.</p>	<ul style="list-style-type: none"> Read our Evaluation tips. Download our evaluation tools to help you gain feedback from participants and from partners.
<p>Think about whether you need to run some training with your staff or with your participants involved ahead of Takeover Day. This will help to ensure everyone feels confident and ready for the day.</p>	

ONE MONTH BEFORE TAKEOVER DAY

ACTION	RESOURCES
<p>Check that you have downloaded or ordered your Takeover Day materials, such as stickers and certificates.</p>	<ul style="list-style-type: none"> You can download our materials online or order hard copy versions through our registration form or by contacting: takeoverday@kidsinmuseums.org.uk
<p>Start to promote your event externally. Draft a press release and send it out to local press.</p>	<ul style="list-style-type: none"> Download our press release template to use as the foundation of your press release. Post on social media using our hashtag #TakeoverDay and tagging us @kidsinmuseums.
<p>Get permissions for photography. If you want to take and share photos of your participants on Takeover Day, make sure you work with your partner to gain permission to do so.</p>	<ul style="list-style-type: none"> Download our photo permission form template. There are two forms: one from your organisation to Kids in Museums and one from parents to your organisation. You can edit these forms yourself to ensure they meet your needs.

ONE WEEK BEFORE TAKEOVER DAY

ACTION	RESOURCES
<p>Check all of your plans are in place. Have you briefed staff and volunteers on their roles for Takeover Day? Have you communicated with your partners to make sure they are happy?</p>	
<p>Make sure you have all of your resources ready for the day. Have you printed and filled in your certificates? Do you have a timetable for participants?</p>	<ul style="list-style-type: none"> If you're short on time, you can type in participants' name into our certificate templates.

TAKEOVER DAY

ACTION

Share what you're doing on your organisation's social media. Last year our hashtag trended on Twitter so it's a great opportunity to raise your profile and start conversations with other organisations.

RESOURCES

- Remember to tag @kidsinmuseums and use our hashtag #TakeoverDay in your posts to boost their reach.

Make sure your posters are up and your participants wear their stickers.

At the end of the day, present your certificates to participants. Remember to gather evaluation from participants and partners.

Have fun and enjoy the day!

ONE MONTH AFTER TAKEOVER DAY

ACTION

Send us your feedback. Do send through feedback from your partners and participants too.

RESOURCES

- We will send you a link to our online Takeover Day survey.
- You can scan participant and partner feedback and email it to us: takeoverday@kidsinmuseums.org.uk

Remember to analyse your own evaluation data so that you can feed it into your planning for next year.
