



# ALL IN

## INDIANA HUMANITIES 2015 SCHWARTZ PRIZE NOMINATION

Indiana Humanities is excited to nominate ALL-IN, an ambitious first-of-its-kind digitally based program, for the 2015 Helen and Martin Schwartz Prize for innovative programs and outstanding work in the public humanities. Launched in 2014, ALL-IN encourages Hoosiers to participate in new experiences, connect with their community and learn about their state via a series of challenges rooted in the humanities. ALL-IN is an innovative custom-designed website, but is also a tool for community engagement, social wellness and civic participation. Over the past year, thousands of Hoosiers – college freshmen, corporate executives, State Fair-goers – have completed challenges and connected to the humanities through ALL-IN. Are you up for the challenge?

### AT A GLANCE

*Numbers to date (July 2015)*

**63** Hoosiers are featured on the ALL-IN site, representing 38 different communities.

**22,185+** Hoosiers have experienced ALL-IN in their community.



**23,000+** Hoosiers have been exposed to ALL-IN online (social media, ALL-IN site, etc).

The ALL-IN site had over **8,000** page views in the first three weeks and over **13,659** page views in the first sixth months.

**40%** of ALL-IN site visitors are return visitors.

**27** ALL-IN Block Parties awarded across the state. Estimated reach = **3,000**.

75 Block Party hosts trained.

**5** companies running ALL-IN campaigns.

ALL-IN generated **\$33,000** in income and **\$90,000** in in-kind support.

**ESTIMATED IMPACT (TO DATE): Over 45,000 Hoosiers**

**750** ALL-IN e-blast subscribers.



**3** Indiana colleges using ALL-IN during welcome week festivities, reaching a total of **5,900** students in 2015.

**6,000** individuals exposed to ALL-IN at partnership events.

**27** partner organizations.

## BACKGROUND & HISTORY

ALL-IN was inspired by the 2011 Indiana Civic Health Index, which showed that Hoosiers ranked poorly in a number of areas, including: 32nd in volunteering, 45th in working with neighbors to solve community problems, 43rd in voter registration and 48th in voter turnout. As a staff, we found this report very disturbing and wanted to do something about it. We knew the humanities could play a role in influencing these shortcomings, but we suspected people didn't want to be lectured about why they should vote or volunteer. We needed something fun – and competitive.


Throughout 2012 and 2013, we met with hundreds of people to solicit feedback about what type of tool would help connect communities and encourage people to participate in the humanities. Our working title became "The Big Hoosier Challenge." We did extensive research with focus groups (led by students at IUPUI's Herron School of Art & Design) that included corporate members, nonprofit professionals, college students, young professionals, Spanish speakers and rural audiences. We met with corporations and HR departments to determine their interest in social wellness campaigns and to better understand what they might need and use. We also conducted an online audit to find out if anyone was doing anything similar. Besides GOOD's 30-day challenge (which provided some early inspiration), we didn't find anything else like it.

We learned during the research phase that people are searching for a way to connect with each other and to better themselves and their communities. Second, people wanted the tool to be accessible where they already congregate – online. And third, we reaffirmed our hypothesis that Hoosiers are highly competitive.

## PROGRAM DESCRIPTION

The core of ALL-IN is a website that poses questions, provides trivia, features infographics and polls, and issues challenges in eight categories rooted in the humanities (explore, discover, read, remember, participate, connect, reflect and dream). The interactive site boasts a scorecard and opportunities to share progress with friends on social media – and even to customize a hashtag with your zip code. Sharing challenge completions on social media via the website was popular, but we discovered that in-person events, organized and held locally, were a great complement to the digital platform.

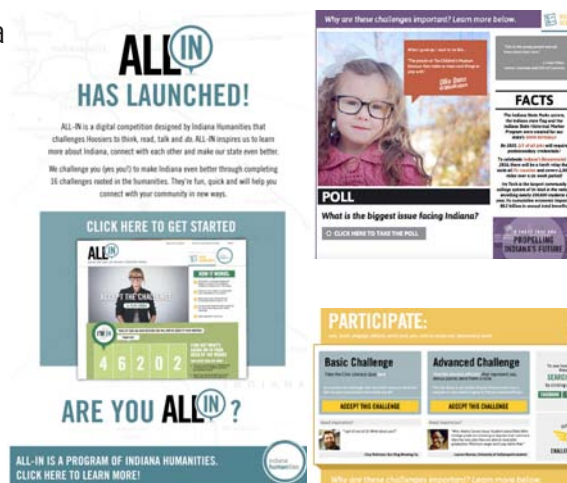
ALL-IN ([www.IndianaHumanities.org/ALL-IN](http://www.IndianaHumanities.org/ALL-IN)) launched on June 24, 2014 at a party with more than 100 of our friends and partners. Together, we completed a handful of challenges – we ate food from Indiana's largest immigrant groups, we identified and plotted our personal Indiana-versaries on a giant timeline, we shared why we love Indiana, and more. Since that time, we've designed numerous strategies and program opportunities (online and offline) to get Hoosiers to go ALL-IN.



INSPIRE NEW IDEAS. GET INVOLVED. STRENGTHEN INDIANA.

SCORECARD	
<input type="checkbox"/> LISTEN TO MUSIC FROM ANOTHER COUNTRY.	■
<input type="checkbox"/> TRY AN ETHNIC RESTAURANT.	■
<input type="checkbox"/> TELL SOMEONE WHY YOU LOVE INDIANA.	■
<input type="checkbox"/> SHARE A PHOTO OF AN INDIANA HIDDEN GEM.	■
<input type="checkbox"/> TELL SOMEONE ABOUT A BOOK CHARACTER WHO YOU'LL NEVER FORGET.	■
<input type="checkbox"/> DONATE OR GIVE SOMEONE A BOOK.	■
<input type="checkbox"/> DECLARE YOUR INDIANA-VERSARY: WHEN DID YOU OR YOUR FAMILY FIRST COME TO INDIANA?	■
<input type="checkbox"/> SHARE A FAMILY STORY, PIECE OF ADVICE, PHOTO OR RECIPE FROM AN ANCESTOR.	■
<input type="checkbox"/> TAKE THE CIVIC LITERACY QUIZ ("PARTICIPATE" SECTION AT <a href="http://INDIANAHUMANITIES.ORG/QUIZ">INDIANAHUMANITIES.ORG/QUIZ</a> ).	■
<input type="checkbox"/> IDENTIFY A POLITICIAN WHO REPRESENTS YOU.	■
<input type="checkbox"/> TELL SOMEONE ABOUT AN ORGANIZATION YOU SUPPORT AND WHY.	■
<input type="checkbox"/> PERFORM A RANDOM ACT OF KINDNESS FOR A NEIGHBOR.	■
<input type="checkbox"/> SHARE YOUR FAVORITE INSPIRATIONAL QUOTE.	■
<input type="checkbox"/> SHARE A PICTURE OF A BEAUTIFUL PLACE OF WORSHIP OR REFLECTION.	■
<input type="checkbox"/> TELL SOMEONE ABOUT A PERSON WHO IS SHAPING THE FUTURE OF INDIANA.	■
<input type="checkbox"/> SHARE A PICTURE OF SOMETHING THAT YOU THINK DEFINES INDIANA.	■
<b>TOTAL</b>	

PARTICIPATE ONLINE AT: [INDIANAHUMANITIES.ORG/ALL-IN](http://INDIANAHUMANITIES.ORG/ALL-IN)



## Communities

In launching ALL-IN, we discovered—perhaps not surprisingly—that people love coming together to complete the challenges and learn about ways to be involved in their communities. This insight led to the creation of a new program, the ALL-IN Block Party. During an ALL-IN Block Party, community members circulate to booths run by local community organizations; at each booth, participants can complete a challenge and learn about opportunities to get involved. For instance, folks might take the civic literacy quiz at a booth hosted by the county clerk; while at the booth, they can also register to vote. Or the library might ask people to share a book character they'll never forget—and make sure everyone has a library card! We've already seen these and dozens of other creative and meaningful ways communities have gone ALL-IN.

We designed a variety of resources for host organizations to create successful and polished events: in addition to \$1,000 to cover the costs of the event, we offer a tailored one-day workshop in Indianapolis for host teams; communications support including press release templates and tips for social media engagement; an ALL-IN “starter kit” with swag and other goodies; and up to three hours of a graphic designer’s time to customize collateral. We created a coordinator’s handbook (see attachment) with a detailed timeline, budget examples, implementation checklist and dozens of ideas for how organizations can customize the challenges. ALL-IN Block Parties are designed to build the capacity of host organizations, developing staff and community expertise focused on innovative programming, partnership-building and communications. Block Parties have also helped us scale our programmatic presence statewide despite our small five-person staff.

“Everyone had a good time (at our Block Party) and enjoyed participating in the challenges, with many stating that they learned new things about Indiana and about their friends and neighbors as a result of their participation.”

— Judy Bucci, Martinsville Rotary Club



### *Businesses*

The other tool we created for people and organizations to go ALL-IN was a campaign model. At a Block Party, community members circulate to booths to complete 8-12 challenges over a few hours. During an ALL-IN campaign, we encourage a group to do one challenge at a time over a period of several weeks or months. To help groups and businesses launch campaigns, we created a coordinator's handbook with suggestions for implementation strategies. ALL-IN campaigns have been adopted by several corporations, including Indianapolis law firm, Bose McKinney and Evans, and organizations seeking a new kind of wellness/teambuilding initiative. These campaigns have helped Indiana Humanities refine its pitch to corporate groups, garnering several corporate memberships since launching the ALL-IN campaign.

“We’ve been beyond satisfied and impressed with Indiana Humanities and their one-of-a-kind engaging cultural programs that foster a sense of community and shared learning.”

– Brita Horvath, Faegre Baker Daniels

### *Universities*

In partnership with several colleges, we’ve created ALL-IN scavenger hunts for freshmen orientation. We piloted this concept in fall 2014 with the University of Indianapolis, when 600 maroon-clad students, ALL-IN scorecards in hands, were unleashed in downtown Indianapolis. For the university, ALL-IN was an important tool for helping students get connected to the larger world off-campus. For students, ALL-IN was an indelible and fun experience that bonded them with each other and with the broader community they were now a part of. In August 2015, we will host a second scavenger hunt with UIndy, in addition to creating a customized version of ALL-IN for Valparaiso University and Purdue University. We are also in communication with Indiana University to plan a similar event for Fall 2016. These partnerships have helped us reach a significant percentage of college freshmen in the state of Indiana and also strengthened relationships with university faculty and staff.

“What a perfect way to engage our students in Indianapolis. The structure of the challenges that Indiana Humanities developed is a great way to get students to go somewhere they’ve never been before, learn something new and have a great time doing it.”

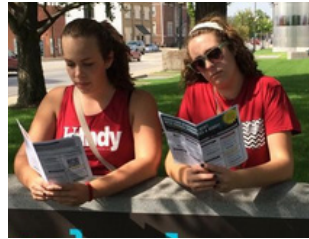
– Joe Thomas, University of Indianapolis

### *Students and Teachers*

We received a \$25,000 grant from The Lilly Endowment to take ALL-IN to teachers and students, an audience that IH does not typically serve. In 2014, we partnered with the Indiana Historical Society to introduce ALL-IN to more than 400 educators statewide at a series of Bicentennial-themed workshops. In summer 2015, we hired Asif Wilson, director of East Chicago’s Greenhouse Fellowship, to write a curriculum, ALL-INGaged. ALL-INGaged leads students on investigations of their communities, identifying challenges and imagining solutions, thus building students’ civic identities and activating and growing their capacity as change-agents. This curriculum will launch in fall 2015 at a series of professional development workshops across the state.

### *Strategic Partners*

We’ve leveraged the ALL-IN platform to build partnerships with a wide variety of Hoosier organizations, incorporating ALL-IN in creative ways in diverse settings. ALL-IN lends itself to innovation, perfect for demonstrating our team’s skillset when working with organizations across the state. For instance, in partnership with Keep Indianapolis Beautiful, we are teaching community organizations how to use ALL-IN to activate neighborhood green spaces. We hosted an ALL-IN booth with hands-on activities at the annual Conner Prairie Curiosity Fair (reaching 3,000+ kids and families); we will host a similar booth at the Indiana State Fair. We partnered with the Indiana Historical Society to incorporate ALL-IN challenges to a year-long series of genealogy programs. We used ALL-IN activities to anchor a day-long series of discussions with the Richmond Leadership Academy. We encouraged 2,000 20- and 30-somethings to learn more about their state at IndyHub’s annual IndyVolved. We are working with Indiana’s Bicentennial Commission to encourage communities to host ALL-IN Block Parties as part of the 92-county Bicentennial Torch Relay in fall of 2016. And we are incorporating ALL-IN into programming with the Girls Scouts of Central Indiana. As the program’s capacity grows, so do strategic partnerships with organizations vital to our mission.



### General Public

To make sure that people continued to participate in ALL-IN over time, we developed customized communications that encouraged people to go back to the website to finish the remaining challenges. We send out weekly emails over an 8-week period so that ALL-IN subscribers are gently reminded to return to the site and complete a challenge. Since launch, we've recruited more than 750 ALL-IN e-blast subscribers.

The ALL-IN website provides the perfect avenue for the general public to connect. Its engaging nature allows site visitors to get inspiration from previous participants and learn more about advanced challenge opportunities. In June 2015, we launched version 2.0 of the ALL-IN website – it's easier to navigate and features updated social media functions, imagery and challenges.

Beyond the website, we have encouraged social media savvy Hoosiers to go ALL-IN through customized Twitter campaigns. Throughout 2014-2015, we developed four specialized social media campaigns related to relevant themes in Indiana: Home for the Holidays, Hoosiers Hoop Hysteria, Share the Love and ALL-IN Summer Bucket List. Through various social media platforms, followers completed revamped challenges for chances to win fun local prizes.

We've also created multiple collateral pieces to help bring ALL-IN offline for the general public, including an ALL-IN card deck featuring challenges, questions and trivia. This deck is perfect for road trips, dinner conversations or quality time with family and friends. We distributed a set of 1,000 deck cards at partnership events and other gatherings. A second set was produced in summer 2015. Other collateral distributed includes ALL-IN pens, bracelets, customized event scorecards and balloons. These items allow individuals to get a taste of ALL-IN, while enticing them to learn more.



## HOW IT WORKS



GET MORE OUT OF ALL-IN: ENTER YOUR ZIP CODE. PRESS THE I'M IN BUTTON TO INSERT THE ZIP CODE FROM YOUR CURRENT LOCATION. OR ENTER YOUR ZIP CODE MANUALLY HERE. EXPLORE THE CATEGORIES.



Indiana Humanities launched ALL-IN to further its mission of connecting people, opening minds and enriching lives by encouraging people to think, read and talk.

## A NEW WAY TO CONNECT

ALL-IN provided ample opportunities for Indiana Humanities to create new connections. First, we connected with new audiences – like university freshmen using ALL-IN challenges during a Welcome Week scavenger hunt. Second, we built capacity among regional organizations by providing them with tools to develop their own ALL-IN Block Party. Third, we created several new, strategic partnerships with funders, corporations and other organizations. Finally, our top-notch communications team unleashed a plethora of tools to get people engaged and keep them coming back for more.

### *New Audiences*

With a small staff, it's crucial for our team to develop program models that work in diverse settings with limited staff hands-on time. ALL-IN Block Parties are a first step in the creation of iterative, scalable programs that creatively encourage Hoosiers to participate in the humanities. The key to this strategy is the creation of programs that appeal to a wide variety of organizations who themselves serve diverse audiences. We've seen that ALL-IN works equally well in urban and rural settings and adapts to a variety of organizational missions from libraries, chambers of commerce and downtown development groups to K-12 schools, universities, museums and arts groups. Already, ALL-IN has helped us forge relationships in regions—South Bend, Northwest Indiana and Southwest Indiana—where our programmatic presence had been minimal. The map shows the broad in-person reach of ALL-IN.

Of note is the ways ALL-IN attracts socio-economically diverse audiences. This has been especially true for reaching Latino and other immigrant populations. The organizers of a Block Party in rural Dubois County attracted a significant Latino audience for the first time by forming strategic partnerships with Latino-serving organizations. This fall, the Immigrant Welcome Center will host a Block Party on downtown Monument Circle in Indianapolis. The Riverside Civic League, a civic improvement organization in a historically African American neighborhood of Indianapolis, is using ALL-IN as a way to reach out to the growing Latino population in the area. However you measure it—race, income, educational level, age—we've seen diverse audiences come out for ALL-IN events across the state.

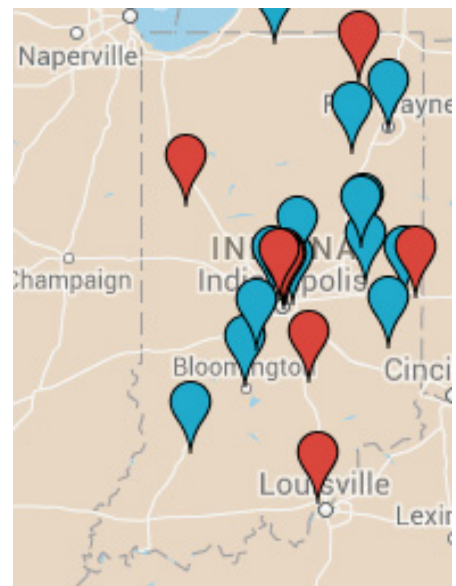
### *Capacity Building*

Our Humanities at the Crossroads study (2013) revealed that the network of public humanities organizations in Indiana struggle to attract younger and more diverse audiences, to use social media effectively, and to come up with creative (non-history) program ideas. These needs fortunately align to particular strengths of the IH team. We've designed several features of ALL-IN to help our partner organizations grow their capacity in these areas. For example:

- The website, digital scorecard and built-in social media features model creative online engagement strategies.
- The Block Party planning workshop convenes program hosts for an intensive day of training, hands-on planning time, modeling of challenges, and communications mini-workshop.
- The Indiana Humanities communications team has created a variety of resources for host organizations including press release templates, talking points and tips on pitching to media.
- The Block Party format requires hosts to reach out to a wide variety of community groups, helping them forge new relationships.
- ALL-IN Starter Kits provide campaign and Block Party polished and professional collateral to help promote events and engage participants in person.
- A monthly newsletter to Block Party planning teams across the state share best practices, encourage interaction and deepen relationships with Indiana Humanities.

“Block Party participants represented a wide variety of demographics. They spanned socio-economic status and included young families with small children, college students and older couples.”

– Allison Schroer, Minnetrista



## Communications

ALL-IN has allowed our small communications team to reach the entire state. The program has produced both traditional and non-traditional media coverage for Indiana Humanities. Media coverage was recorded in eight of the nine congressional districts, with articles in major publications including the Fort Wayne Journal-Gazette, Northwest Indiana Times, Indianapolis Business Journal and NUVO. The team also leveraged a media partnership with Inside Indiana Business that included the production of videos, PSAs and monthly staff-written “Perspectives” articles in email newsletters (\$53,000 in in-kind value). We also created an in-kind ad campaign with Hamilton County Convention & Visitors Bureau and The Current to highlight the eight ALL-IN categories and feature local VIPs completing the challenges. Three staff members spoke at 12 events across the state, exceeding a goal of ten events.



Our communications team is using ALL -IN as a creative way to experiment with new forms of media. In the fall of 2015, the Indiana Humanities team plans to host two meet-ups with the popular Instagram group, Igers Indy, to focus on promotion of the advanced dream challenge (“Imagine a future for a place that needs new life. Share your photo and idea”). ALL-IN’s innovative nature has also allowed for partnerships with two organizations in the state, Keep Indianapolis Beautiful and Indiana Landmarks.

## METRICS

Promotional launch emails were distributed to more than 5,000 subscribers on five e-newsletter lists with open rates ranging from 29-78 percent and click-thrus ranging from 5.8 to 44 percent. In the first three weeks alone, the ALL-IN site registered more than 8,000 page views. More than 400 people took the civic literacy quiz in the first four months (average score: 72 percent). Our objective was to gain 250 weekly email subscribers by the end of the year; we recruited more than 750. Throughout the first six months of the campaign, more than 40 percent of online visitors were return visitors. In total, we have estimated that 23,000+ Hoosiers have been exposed to ALL-IN through social media and other online tools.

And that’s just online. We’ve trained over 75 ALL-Block Party hosts and funded 27 Block Parties estimated to reach a total of 3,000+ Hoosiers. We will engage over 6,500 freshman students in Indiana by September 2015. We’ve connected with over 6,000 people at events in partnership with engaging organizations. The program’s estimated reach online and offline is over 45,000 Hoosiers. To learn more about ALL-IN’s statewide impact, please refer to the AT A GLANCE numbers on the first page.

## FINANCIAL STRUCTURE

The financing for this initiative came from a variety of funding streams. Our general operating support from the National Endowment for the Humanities provided critical funds for early research and for the development of the actual website. As the project solidified, we secured more than \$30,000 from corporations and universities to assist with our marketing budget, staff resources and Block Party grants. The Lilly Endowment, a key Indiana Humanities funder, also provides operating support and granted a one-time \$25,000 stipend to develop educator resources.

But the best part of ALL-IN’s financial structure is the opportunity for in-kind support. We received more than \$90,000 in-kind support thanks to our web developers. Other in-kind support included a media partnership (featuring PSAs), giveaways, printing and more. The program expenditures totaled \$11,942 for collateral materials, meeting and travel and public relations initiatives. The total income generated was \$33,000.

**THE FINANCIALS:**

- \$11,942 in expenses**  
(collateral, meetings/travel and PR)
- \$90,000 in-kind support from web designers, media partnership, printing and giveaways**
- \$33,000 generated from 6 corporations and colleges**

## WHAT'S NEXT

As we have described above, ALL-IN has let Indiana Humanities flex our creative programming muscles in all sorts of directions! The 16 basic challenges are the raw material for a variety of strategies and partnerships to get Hoosiers to go ALL-IN. We will continue to focus on ALL-IN throughout the Indiana Bicentennial in 2016.

A few exciting partnerships are currently in the works:

- A partnership with the Girl Scouts of Central Indiana to create an ALL-IN “fun patch” (badge) for girls who complete the 16 challenges.
- A partnership with the Indianapolis Colts to incorporate ALL-IN challenges during pre-game tailgating activities.
- A partnership with the Indiana Sports Corp. to do ALL-IN challenges with kids and families during their annual Corporate Challenge.
- Continued promotion of ALL-IN with the Bicentennial Commission, incorporating Block Parties as part of the 92-county torch relay in fall 2016.

ALL-IN has a limitless capacity for creative programming. Its unique, nimble and relevant nature has allowed Indiana Humanities to dream big when it comes to engaging diverse audiences statewide. Among many other benefits, ALL-IN has allowed Indiana Humanities to increase its statewide presence, to build the capacity of the public humanities network in Indiana and to generate new sources of revenue through memberships, corporate sponsorships and in-kind contributions from strategic partners. At the conclusion of ALL-IN, Indiana Humanities will be a stronger organization and poised for even more ambitious work in 2017 and beyond!

## WHAT'S NEXT:

*Looking at the impact of ALL-IN in the future*

We plan to award a total of 25 more Block Parties in 2016, estimated to reach over 3,000 Hoosiers.

We expect to train 25-50 more Block Party hosts.



We plan to recruit **5** companies for campaigns in 2016.

**2-3** teacher workshops for our new curriculum, ALL-INGaged.

**5**: The number of strategic partnerships we plan to obtain in 2016.



The ALL-IN site has been updated and revamped. We're working on our content strategy to continue to grow our online reach.









INSPIRE NEW IDEAS. GET INVOLVED. STRENGTHEN INDIANA.

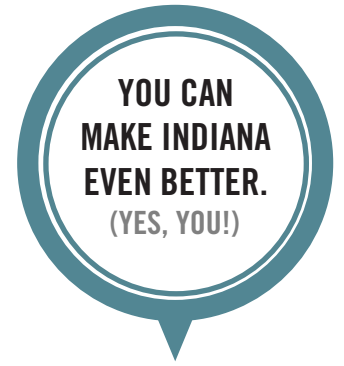
# BLOCK PARTY HANDBOOK



[IndianaHumanities.org/ALL-IN](http://IndianaHumanities.org/ALL-IN)

# Congratulations!

Your community has been selected to host an official ALL-IN Block Party by Indiana Humanities! This coordinator's handbook includes a variety of resources to help you plan and implement a fun, memorable and meaningful community event.



ALL-IN Block Parties will take place across the state for two years leading up to our bicentennial, reaching thousands of Hoosiers and generating tens of thousands of conversations about how we can make our state a better place to live, work and learn. Thank you for hosting an ALL-IN Block Party and helping us make this vision a reality!

## ABOUT ALL-IN

ALL-IN is a digital competition that encourages Hoosiers to complete 16 challenges. ALL-IN's goal is to inspire the people of Indiana to learn more about our state, connect with each other and make Indiana even better. Learn more at [www.IndianaHumanities.org/ALL-IN](http://www.IndianaHumanities.org/ALL-IN)

### OUR GOALS

When we found out that Indiana ranked 48 out of 50 in voter turnout, we knew we had to do something. So we designed the 16 ALL-IN challenges to get Hoosiers to discover more about their neighbors, their community and their state.

#### When Hoosiers go ALL-IN, they will

- Learn more about Indiana and its history.
- Get more connected to their neighbors, community, and state.
- Experience Indiana in a new way.
- Try new things.
- Get inspired and excited about Indiana and its future.

**We believe that when people feel connected to their community, they can work together to make it better.**

#### QUESTIONS? NEED HELP?

Contact Leah Nahmias, director of programs and community engagement, at 317.616.9798 or [lnahmias@indianahumanities.org](mailto:lnahmias@indianahumanities.org)

### ABOUT INDIANA HUMANITIES



Indiana Humanities connects people, opens minds and enriches lives by creating and facilitating programs that encourage people to think, read and talk.

Learn more at [www.IndianaHumanities.org](http://www.IndianaHumanities.org).



Picture a room full of Hoosiers thinking, talking, sharing, and *doing* things that take them just slightly out of their comfort zone. They're having fun, they're meeting new people and they're connecting with organizations in your community.

As they arrive, participants (individuals, families, friends, colleagues, students) check in and get a scorecard; some folks may opt to use their phones to keep a mobile scorecard. They circulate to different booths to complete 8 to 10 ALL-IN challenges. So, they may have to share a story, try a new food, take a quiz, or make a pledge. As they complete a challenge, they mark it off on their scorecard, tweet their answers, and post photos and updates on Facebook or Instagram. The room is buzzing with conversation as participants tell each other a book character they'll never forget, share an inspirational quote, and laugh over their results on the (harder-than-you'd-think) civic literacy quiz!

Over the course of the event, you may also feature live music, raffles or prize giveaways, a quiz show (see one idea on page 14-16), and other activities to keep participants engaged and energized.

When it's time to leave, people hopefully know more about their family and neighbors, have made some new friends, and learned about groups or organizations they didn't know before. In the coming days, they keep telling people what a great time they had, head out into the community to finish the rest of the challenges, and dream up new ways to make Indiana better!

# FIRST STEPS

In the rest of this handbook, you'll find all kinds of ideas and suggestions to guide you as you plan your ALL-IN Block Party. Read carefully and think big. There are suggestions for challenges, potential community partners, advice on promotion, and a detailed timeline and checklist to help you plan. We've also included case studies showing how other Hoosier groups have customized ALL-IN to fit their communities.

The first thing you want to do, though, is decide which challenges to include at your Block Party. We recommend 8-10 challenges that can be completed in any order. Choose from among the 16 challenges on the ALL-IN website (see page 10-11 for suggested activities).

For each challenge, think of a community organization who can run an activity booth. For instance, you might reach out to the county clerk's office to run a booth where people can register to vote and learn who their elected officials are. Participants could plot their Indiana-versary on a timeline run by the local historical society; maybe while they're there, volunteers can share quirky and surprising facts about the community's past. Don't feel limited by the suggestions we provide; encourage your partners to invent new ways to fulfill the challenges!

Once you have an idea of how many and which challenges you'll feature at the Block Party, start inviting partners and have your first planning meeting. Reach out to Indiana Humanities when you get stumped or need to brainstorm.

Whatever you do, be creative and make it meaningful! Hosting an ALL-IN Block Party is an opportunity to build new relationships with organizations (as partners) and individuals (as participants) in your community. At every step of the process, let that goal guide your decisions.

## KEY TERMS

**HOST ORG:** A tax-exempt organization who takes the lead on coordinating a Block Party. Receives funds and other support from Indiana Humanities.

**COORDINATOR:** Someone at the host org who envisions the big picture and makes sure everyone does their part and everything runs smoothly. The coordinator is the main point of contact between the host org and Indiana Humanities. Usually this person is the one who fills out the application.

**COMMUNITY PARTNERS:** Groups and individuals at the local level who help put on the event, usually by designing an activity for one of the ALL-IN challenges and running a booth at the event.

**PLANNING TEAM:** Some combination of coordinator and community partners who work together to put on the event. Up to four planning team members, including the coordinator, attend the Block Party planning workshop for awarded host orgs.

**PARTICIPANTS:** Call them what you will—audience, attendees, the crowd, the public—these are the folks who come to your event and do the challenges.

**FISCAL AGENT:** Someone at the host org, usually a director or treasurer, who can receive funds directly from Indiana Humanities on behalf of the host org. Not the coordinator.

# RESOURCES

## ALL-IN STARTER KIT

As part of your award, your organization will receive a starter kit of goodies to help you promote and host your Block Party.

### EACH STARTER KIT INCLUDES:

- 100 pens
- 10 balloons
- 100 I'M IN stickers
- 1 Indiana-versary timeline
- 4 WHY I LOVE INDIANA dry erase speech bubbles
- 5 ALL-IN card decks
- 50 #REMB\_IN recipe cards
- 50 ALL-IN bracelets
- 1 ALL-IN Block Party pop-up banner

You might need to provide additional materials, such as dry erase markers, Sharpies, butcher block paper, post-its and tape. On our website you can download templates to print scorecards, people outlines and other Block Party materials. You can also purchase additional Block Party Starter Kits for \$100; visit the Indiana Humanities website for order information.



# ADDITIONAL SUPPORT FROM INDIANA HUMANITIES

Indiana Humanities wants your Block Party to be a success. Your award includes these additional resources:

## PLANNING WORKSHOP + MENTORING

After each Block Party application deadline we'll bring together awarded Block Party teams from across Indiana for an in-depth planning workshop. Workshop participants will get a detailed overview of Block Party preparation and implementation steps and hear from past hosts to learn what worked and what didn't. Indiana Humanities staff will lead sessions on communication strategies and on creating fun and innovative challenge activities. Teams will also have time to plan and get feedback on their ideas from IH staff.

## GRAPHIC DESIGN HELP

Your award includes up to 3 hours of Indiana Humanities' professional graphic designer's time to customize your Block Party materials.

## COMMUNICATIONS SUPPORT

Indiana Humanities will help promote your Block Party, from the moment your award is announced to the buzz leading up to the event itself.

## IN-PERSON KICK OFF

An Indiana Humanities staff or board member will attend your event and help you welcome participants and get everyone excited to go ALL-IN!



## DOWNLOADS CHECKLIST

- Scorecard
- Table tents (for each challenge booth)
- ALL-IN people outlines
- Press release template
- Promotional graphics (logo, etc.)



# SAMPLE BLOCK PARTY SCHEDULE

## *ANYTOWN, INDIANA GOES ALL-IN*

5:30-7:30 p.m. in the high school multi-purpose room

2 - 4 p.m.	Early set-up (host organization, music, etc.)
4 - 5 p.m.	Final set-up Community partners arrive at least one hour prior to event
5:30 p.m.	Registration/Check-In
5:30 - 6 p.m.	General networking, arrivals, participation in some of the challenges
6 - 6:30 p.m.	Welcome remarks ALL-IN + mobile scorecard overview Higher/Lower game
6:30 - 7:30 p.m.	General networking, challenge participation
8 - 8:30 p.m.	Tear-down

## THE IMPORTANCE OF PRIZES

Never underestimate the power of prizes to motivate Hoosiers to complete challenges! The ALL-IN scorecard has a place for people to write in their name and contact info; collect completed scorecards as folks leave and select random winners.

You might also offer door prizes or give prizes for Indiana trivia (see our questions pages 13-14) or for social media participation throughout the Block Party.

Other popular prizes:

- Athletic tickets
- Books
- Tickets to local attractions (possibly donated by CVB)
- Local restaurant gift cards
- ALL-IN card decks (your starter kit includes 5)

*Please include the value of donated prizes in the final budget as an outright match.*





# SAMPLE BLOCK PARTY BUDGET

Your ALL-IN Block Party award of \$1,000 can be used to cover direct costs associated with putting on the event: food, entertainment, printing, space and/or equipment rental, advertising. These funds may not be used to cover staff time or honoraria for the host organization or community partners. They also cannot be used to purchase alcohol, though you are welcome to seek donations or use other funds to serve alcohol at your event.

Where possible, we recommend working with local businesses and community foundations to make donations to cover some costs.

In your final reporting, you'll be asked to provide a final budget, including in-kind and outright contributions to the total event budget.

## BUDGET EXAMPLE:

	INDIANA HUMANITIES	IN-KIND MATCH*	OUTRIGHT MATCH**
Food (\$5.50/person x 100 people)	\$550		
Drinks (\$2/person x 100)			\$200 (purchased by host org)
DJ (\$75/hour x 3 hours)	\$225		
Printing	\$125		
Newspaper & radio advertisements	\$100	\$100 (donated by local media outlets)	
Space rental (\$100/hour x 6 hours)		\$600 (provided by host org.)	
Equipment rental (tables, speakers)		\$300 (donated by local business)	
Prizes		\$300 (donated by CVB and local business)	
<b>TOTALS</b>	<b>\$1,000</b>	<b>\$1,300</b>	<b>\$200</b>

\*In-Kind match includes the value of services or space donated/contributed to make the event possible.

\*\*Outright match includes direct costs contributed by the host org, community partners, local businesses or funders.

# TIMELINE + CHECKLIST

*In your application, you've identified a lead partner (the host organization) and a coordinator. Now it's time to start working with a local team to plan and implement the Block Party!*

## AT LEAST TWO MONTHS BEFORE

- Choose challenges.
- Identify and invite community partners to take the lead on various challenges.
- Hold a planning meeting. Share the big picture of ALL-IN, your goals, Indiana Humanities, and examples of challenges. At this or future meetings, designate some planning time (see page 22 for a planning worksheet).
- Set date, time, location.
- Reserve space. (It's best to select one with tables and chairs to make set-up easy.)  
Create a budget for your event: figure out how much you'll spend on food, space and equipment, materials, music, etc.
- Request graphic design needs. Allow three weeks turnaround time. We suggest placing your request about six weeks prior to your event.

## AT LEAST ONE MONTH BEFORE

- If you'd like RSVPs, create an Event Brite or other online RSVP page.
- Begin promotion (local media, partner orgs' emails/social media, local churches and schools, community centers, etc.)
- Consider a customized hashtag for the event, i.e. #ALLINJasper
- Hold another planning meeting: confirm space needs of partners, confirm basic timeline of event, check in on plans for challenges.
- Invite any VIPs and explain their participation in the event.
- Solicit donations for prizes, giveaways, drinks & food, etc. as needed.
- Submit event notification form with date, parking and partner information.
- Determine room set-up (number of tables, seating area as needed, A/V set-up, etc.); order materials as needed.
- Order food, etc. as needed.
- Confirm each community partner's plans for their challenges.
- Customize scorecard + print.
- Send out a press release to local media; a customizable template is provided on the IH website.
- Promote, promote, promote: get the word out on social media, newsletters, and in-person.

### ALL partners are responsible for:

- Promotion
- Managing and staffing one challenge the night of the event
- Any expenses over \$1,000

## ONE WEEK BEFORE

- Confirm catering, room set-up, etc.
- Confirm arrival time, location, parking, etc. for partners, media, participants.
- Print scorecards, table signs, etc.
- Create and share contact list for coordinators and partners (you may also want to provide a detailed schedule to partners so they know what to expect).
- Promote, promote, promote!

## DAY OF

- Arrive early (we recommend 3-4 hours ahead of time) to set up booths, registration table, A/V, etc.
- Partners should arrive at least 1 hour before the event begins to set up their challenges.

## DURING THE EVENT

- Keep careful track of attendance; you'll need to report this back to Indiana Humanities (you may want to assign one person to do this).
- Circulate to answer questions, encourage conversation, and spot-check any issues that arise.
- Capture and document: take photos, videos, and broadcast on social media. Designate a couple of "tweeters" or Instagram posters to do this.

## WRAP-UP / FOLLOW-UP

- Within two weeks of your event**, write personal thank you notes to each of your partners and VIPs. Share participant feedback, photos, and any media of the event.
- If you have any unused materials from your ALL-IN Starter Kit, feel free to send them back to Indiana Humanities. IH can cover shipping; contact us to arrange.
- Within one month of your event**, send in your coordinator's final reporting to Indiana Humanities. This will include select participant feedback, photos/video, final attendance, calculation of in-kind and outright match, and reflections on the event. It should take about 30 minutes to complete. The link to the final report form can be found at <http://www.indianahumanities.org/programs/all-in/allinblockparty/>
- Consider sending a "thank you for attending" email to participants within a week of the event with links to a Flickr page, the ALL-IN site and more.
- Return your ALL-IN Block Party pop-up banner to Indiana Humanities. See page 23 for instructions.

## HELPFUL HANDLES & HASHTAGS:

@INHUMANITIES  
#ALL\_IN

# GET INSPIRED!

Below is the ALL-IN guide to help connect challenges with community partners through fun, interactive activities. Use this as a tool to get inspired, but feel free to exercise your creativity! Only you know your audience best.

CATEGORIES AND CHALLENGES	ACTIVITIES WITH A GOOD TRACK RECORD	TYPICAL PARTNERS
<p><b>EXPLORE</b></p> <ol style="list-style-type: none"> <li>1. Listen to music from another country.</li> <li>2. Try an ethnic restaurant.</li> </ol>	<ul style="list-style-type: none"> <li>- Play ethnic music</li> <li>- Host local musicians</li> <li>- Serve snacks from around the world (one group did cookies from many countries)</li> </ul>	<ul style="list-style-type: none"> <li>- Ethnic restaurant</li> <li>- Ethnic grocery store</li> <li>- Local DJ</li> <li>- Local radio station</li> <li>- Immigrant services groups</li> <li>- Ethnic bands/musicians</li> </ul>
<p><b>DISCOVER</b></p> <ol style="list-style-type: none"> <li>1. Tell us why you love Indiana.</li> <li>2. Share a photo of an Indiana hidden gem.</li> </ol>	<ul style="list-style-type: none"> <li>- Create a “photo booth” where participants write a reason why they love Indiana and have their photo taken (great for sharing!)</li> <li>- Print a map (entire state or just your area) and have participants write in their favorite hidden gems</li> </ul>	<ul style="list-style-type: none"> <li>- CVBs and/or tourism groups</li> <li>- Media</li> <li>- Local photographer (though a photo booth doesn’t require a professional!)</li> <li>- Anyone connected to local landmarks and/or “hidden gems” in your community</li> </ul>
<p><b>READ</b></p> <ol style="list-style-type: none"> <li>1. Tell us about a book character who you’ll never forget.</li> <li>2. Donate or give someone a book: friend, stranger, organization, or kid.</li> </ol>	<ul style="list-style-type: none"> <li>- Give special perks to those who bring a book to donate</li> <li>- Have a large piece of paper where participants write the name of a book character they will never forget</li> </ul>	<ul style="list-style-type: none"> <li>- Libraries</li> <li>- Local literacy groups</li> <li>- Schools</li> <li>- Bookstores</li> </ul>
<p><b>REMEMBER</b></p> <ol style="list-style-type: none"> <li>1. Declare your Indiana-versary: When did your family first come to Indiana?</li> <li>2. Share a family story, piece of advice, photo or recipe from an ancestor.</li> </ol>	<ul style="list-style-type: none"> <li>- Use our ALL-IN Indiana-versary timeline for participants to write when they/their families first came to Indiana -- display it somewhere afterwards!</li> <li>- Make a collage of family stories/pieces of advice/recipes</li> </ul>	<ul style="list-style-type: none"> <li>- Local museums/historic sites</li> <li>- History organizations</li> <li>- Local university history faculty</li> <li>- This can be a neat intergenerational activity (students &amp; retirees, etc.)</li> </ul>
<p><b>PARTICIPATE</b></p> <ol style="list-style-type: none"> <li>1. Take the civic literacy quiz.</li> <li>2. Find the elected officials that represent you. Bonus points: send them a note.</li> </ol>	<ul style="list-style-type: none"> <li>- Make a game out of civic literacy quiz questions from website</li> <li>- Have several computers open so that participants can use them to look up their elected officials (link on ALL-IN site will take you to the info)</li> </ul>	<ul style="list-style-type: none"> <li>- Groups who are qualified to register participants to vote</li> <li>- Local clerk’s office</li> <li>- Purdue Extension</li> <li>- League of Women Voters</li> <li>- Local elected officials</li> </ul>



<p><b>CONNECT</b></p> <ol style="list-style-type: none"> <li>1. Tell us about an organization you support and why.</li> <li>2. Perform a random act of kindness for a neighbor.</li> </ol>	<ul style="list-style-type: none"> <li>- Simple: Have a large sheets of paper and markers out for participants to share an organization they support and why</li> <li>- Have a bowl filled with ideas for random acts of kindness on paper slips that people can take.</li> </ul>	<ul style="list-style-type: none"> <li>- Community Foundation</li> <li>- United Way</li> <li>- Collaborative nonprofits</li> <li>- Philanthropic organizations</li> <li>- FFA, 4-H</li> <li>- Rotary, Kiwanis</li> <li>- Sisterhood/brotherhood groups</li> </ul>
<p><b>REFLECT</b></p> <ol style="list-style-type: none"> <li>1. Share your favorite inspirational quote.</li> <li>2. Share a picture of a beautiful place of worship or reflection.</li> </ol>	<ul style="list-style-type: none"> <li>- Make a poster with beautiful places of worship/reflection and have participants try to identify them all</li> <li>- Ask participants to record their favorite quotes on a large sheet of paper. Post it somewhere in the community afterwards!</li> </ul>	<ul style="list-style-type: none"> <li>- Churches</li> <li>- Spiritual leaders</li> <li>- Poets/creative writing groups</li> <li>- Yoga leaders</li> </ul>
<p><b>DREAM</b></p> <ol style="list-style-type: none"> <li>1. Tell us about someone in your community who is shaping the future of Indiana.</li> <li>2. Imagine a future for a place that needs new life. Share a photo and your idea.</li> </ol>	<ul style="list-style-type: none"> <li>- Download the ALL-IN outlined people. Have participants write the name of a local “future-shaper” and hang them up</li> <li>- Take photos of local empty lots/buildings that have seen better days. Ask people to share their ideas for a better future.</li> </ul>	<ul style="list-style-type: none"> <li>- Young professionals group</li> <li>- Chamber of Commerce</li> <li>- Local leaders</li> <li>- Unbiased nonprofit</li> <li>- Local innovative business</li> <li>- Local colleges or universities</li> <li>- Local city planning authority</li> </ul>

*Have another great idea for an ALL-IN Block Party activity? Did you try something fun that really worked? Tell us about it; contact Leah with your ideas and stories so we can help spread the word to future Block Party hosts!*

			
<b>EXPLORE</b>	<b>DISCOVER</b>	<b>READ</b>	<b>REMEMBER</b>
			
<b>PARTICIPATE</b>	<b>CONNECT</b>	<b>REFLECT</b>	<b>DREAM</b>

# CREATIVITY IS KEY!

Here are a few of our favorite challenges from ALL-IN Block Parties!



In **Martinsville**, the Morgan County Community Foundation asked Block Party attendees **draw a random act of kindness from a fishbowl**. Attendees were then asked to take this “act” with them and perform it elsewhere in the community!



**CONNECT**

**Muncie** gave every attendee a **BINGO card to encourage people to talk** and start conversations with others at the Block Party (examples: find someone who has a tattoo, someone who attended \_\_\_\_ University, someone who is wearing \_\_\_\_ color, etc.).



**READ**

At the **Minnetrista** Block Party, Muncie Public Library’s **READ** challenge featured a quiz: “**Can you identify these Indiana authors by their book covers?**”



**DISCOVER**

Instead of a **DISCOVER** photo booth, **Nickel Plate Arts** asked participants to **draw what they love about Indiana!**



For the **PARTICIPATE** challenge, **Bloomington’s** Council on Community Accessibility is asking guests to share: “**If you were mayor, what’s one thing you would do to support the disability community?**”



**PARTICIPATE**

# ENGAGE YOUR VIPS

*This simple ALL-IN Higher/Lower game aims to challenge Hoosiers about Indiana trivia through a series of number-based questions, triggering group participation and creating awareness about our state. It's easy to adapt these questions into any quiz format or time frame; consider taking 10-15 minutes during a campaign launch party. You can ask for three volunteers from the crowd to be in the hot seats, but we've found it's an especially great way to engage VIPs (the CEO, department heads, board members)—just make sure they come ready to play!*

## INSTRUCTIONS:

- 1 The host asks for three volunteers from the audience (or invites up three VIP contestants).
- 2 Each volunteer comes up to the front and receives a piece of paper with an arrow on it. Make sure the arrow is dark and thick enough to be seen from several rows away.
- 3 The host asks a number-based question (i.e. How many zip codes are in Indiana?) to the audience, asks for input and the volunteers must decide whether the number suggested by the audience member is too high, too low, or correct.
- 4 To begin: The host reads a bolded question (see next page) and asks the audience to shout out their answers. *[If the audience is shy, the host can throw out a number to get them started, asking them to agree or challenge.]*
- 5 Each participant turns his/her arrow if they think the correct number is higher, lower, or equal to the answer supplied by the audience by using an up, down, or sideways arrow.
- 6 The host reveals the actual answer (located beneath each question), and awards a point for each participant who answered correctly.
- 7 After the host has gone through all of the questions (or however many time allows for) the participants will tally their points and declare a “winner.”
- 8 For a deeper discussion about these numbers and their impact on Indiana, consider posing some of the discussion prompts as follow-ups to the questions during or after the quiz show.

## EXAMPLE:

Host asks audience, “What percentage of Indiana citizens access television as their primary, daily news source?”

The audience (or the called-upon member) yells out, “50.”

The host turns to the 3 sign-holding participants for their answers. Each one points the arrow up, down, or sideways indicating whether she/he thinks it is more, less, or equal to “50.”

The host says, “The correct answer is 72.”

She/he awards a point to whichever participants indicated (through an upward-pointing arrow) that the number was higher than 50.



## HIGHER/LOWER GAME QUESTIONS

**WHAT PERCENTAGE OF INDIANA CITIZENS ACCESS TELEVISION AS THEIR PRIMARY, DAILY NEWS SOURCE?**

72

**HOW MANY HOOSIERS SERVED IN WWII?**

Around 338,000

**WHERE DID INDIANA RANK AMONG THE 50 STATES IN 2012 FOR RELIGIOUS DIVERSITY?**

7th in the nation

**HOW MUCH DID THE INDIANA SOLDIERS AND SAILORS MONUMENT COST TO BUILD IN 1902?**

\$598,318 (It would cost more than \$500 million to build today.)

**THE INDIANA SOLDIERS AND SAILORS MONUMENT HAS HOW MANY STEPS TO THE TOP?**

331 steps. (It is also 275 feet high.)

**WHAT PERCENTAGE OF FOREIGN STUDENTS IN INDIANA COME FROM CHINA?**

40.3% (This is the number one place of origin for foreign students in Indiana.)

**WHAT PERCENTAGE OF HOOSIERS SAY THEY TALK ABOUT POLITICS AT LEAST ONCE A WEEK?**

21%

**INDIANA RANKS \_\_\_\_\_ OUT OF THE 50 STATES IN "WORKING WITH NEIGHBORS TO SOLVE COMMUNITY PROBLEMS?"**

45th

**WHAT PERCENTAGE OF INDIANA HOUSEHOLDS MADE A CHARITABLE DONATION IN 2007?**

58.7% (47% = the category with the highest percentage of Indiana giving)

**WHAT PERCENTAGE OF INDIANA CORPORATIONS MADE A DONATION TO CHARITY IN 2007?**

90% (The highest category being public-society benefits at 22%)

**THERE ARE \_\_\_\_\_ E-BOOKS AVAILABLE TO RENT THROUGH INDIANA PUBLIC LIBRARIES.**

1,236,666

**HOW MANY PRINTED BOOKS WERE IN INDIANA PUBLIC LIBRARIES IN 2012?**

24,302,015

**HOW MANY MILES OF BEACHES DOES THE INDIANA DUNES NATIONAL LAKESHORE HAVE?**

15 miles

**WHAT PERCENT OF HOOSIERS BELONGED TO RELIGIOUS, NEIGHBORHOOD, SCHOOL, SPORT, AND OTHER TYPES OF GROUPS IN THEIR COMMUNITIES IN 2011?**

36.2%

**INDIANA WAS ADMITTED INTO THE UNION AS THE \_\_\_\_\_ TH STATE.**

19th (In the year of 1816) (The first constitution provided for free public education and outlawed slavery.)



**INDIANA RANKS AS \_\_\_\_\_ IN PROCESSED TOMATO PRODUCTION.**

2nd

**HOW OLD WAS ABRAHAM LINCOLN WHEN HE MOVED TO INDIANA?**

7 years old (He spent his formative years in Indiana.)

**INDIANA RANKS \_\_\_\_\_ OUT OF THE 50 STATES FOR VOTER PARTICIPATION.**

48th

**IVY TECH COMMUNITY COLLEGE ENROLLS HOW MANY STUDENTS A YEAR THROUGHOUT INDIANA?**

200,000 (It is the largest community college system of its kind in the nation.)

**INDIANA IS RANKED \_\_\_\_\_ IN THE US FOR NUMBER OF INTERNATIONAL STUDENTS?**

10th

**HOW MANY BURMESE REFUGEES OBTAINED LEGAL PERMANENT RESIDENT STATUS IN 2012?**

1,413 (Burmese refugees were the largest group of immigrants in Indiana in 2012. Number two was Mexicans, with 1,250 people.)

**HOW MANY ITEMS ARE IN THE GENEALOGY CENTER AT THE ALLEN COUNTY PUBLIC LIBRARY IN FORT WAYNE, IN?**

961,726 (It is the nation's largest public genealogy collection.)

**HOW MANY STARS ARE ON THE INDIANA STATE FLAG?**

19 stars (The outer circle represents the 13 original colonies, the half circle represents the states admitted before Indiana, and the star above the torch represents Indiana.)

**HOW MANY PEOPLE VISITED INDIANA STATE PARKS IN FISCAL YEAR 2013?**

15, 646,970 (The State Park system was established in 1916 for the State's Centennial celebration.)

**HOW MANY ZIP CODES ARE IN INDIANA?**

968

**HOW MANY COUNTIES ARE IN INDIANA?**

92

## FOR DISCUSSION

*What would draw people from other countries to live in Indiana?*

*What is on your Indiana bucket list?*

*Who is your favorite Indiana author?*

*Who is the famous Hoosier you love the most?*

*When was the last time you signed a petition? Did it work?*

*Do you know your neighbors? Who's the best neighbor you've ever had?*

*Have you ever attended a religious service, celebration or observance other than your own? What were some similarities and differences?*

*Whose advice do you most trust?*

*What is the biggest issue facing Indiana?*

*If you were governor, what's one thing you would do?*

# CASE STUDY: DUBOIS COUNTY GOES ALL-IN



On Sept. 16, 2014, more than 100 Dubois County residents (including Ferdinand Town Council President Ken Sicard, Huntingburg Mayor Denny Spinner and Jasper Mayor Terry Seitz, above) participated in ALL-IN challenges at Vincennes University - Jasper Campus. They plotted their family's Indiana-versary on a giant timeline, listened to music from local high school students and sampled cookies from around the world.

## THE COMMUNITY

Dubois County has a rich history with significant German heritage and religious roots. It's quickly becoming home for new Latino immigrants, too. The leaders of the three biggest towns -- Ferdinand, Huntingburg and Jasper -- all get along, and they're working together to promote the county's assets. Indiana Humanities has worked with Dubois County in the past and thought the community would be a perfect place to hold its first ALL-IN event outside of Indianapolis.

## HOW ALL-IN HELPED BRING PEOPLE TOGETHER

The community leaders wanted a location that was accessible for everyone, and the VUJC was an ideal spot. It was a free event, with free parking. Local organizations were committed to promoting the event and driving attendance. The result was a mix of generations, occupations, ethnicities and ties to the county.

## KEYS TO SUCCESS:

- Committed lead partner (VUJC)
- Buy-in from local organizations and leaders
- Ability to promote via word of mouth, media and grassroots style
- Reaching out to Latino leaders at various churches and organizations
- Clear guidelines for organizational partners
- Collateral materials, agenda/timeline provided for cohesive look

## WHO?

### LEAD PARTNERS

Vincennes University  
Alan Johnson, VUJC Dean  
Jessica DeLorenzo, VUJC director  
of student services

### LOCAL PARTNER ORGANIZATIONS/ VOLUNTEERS

DC Broadcasting  
Dubois County Clerk's Office  
Dubois County Emerging Leaders  
Dubois County Museum  
Dubois County Tourism  
Jasper Chamber of Commerce  
Jasper Public Library  
Sisters of St. Benedict  
VUJC Library  
VUJC Students



## TIMELINE

### May - June

Early meetings with Dubois County team to decide how ALL-IN could fit best in their community

### July - September

Dubois County “steering committee” planned experience, enlisted other organizations, helped promote the event

### August - September

Indiana Humanities created collateral materials, press materials and timeline of event



## AGENDA

3-4:30 PM Setup for IH + VUJC + Partner Organizations.

4:30-5 PM Registration/Check-in.

5-5:30 PM General networking, arrival, challenge participation

5:30-6 PM Dr. Alan Johnson from VUJC held a welcome in the auditorium. A local radio DJ hosted a fun, interactive game called “higher or lower” to warm up the audience. Three VIPs in attendance were participants. President/CEO of Indiana Humanities, Keira Amstutz, provided brief remarks about ALL-IN to get everyone excited about participating.

6-7 PM General networking, challenge participation

7:30 PM Tear-down



## EXPENSES

Approximately \$750. Included:

- Refreshments
- Collateral materials
- Musician fees

## BY THE NUMBERS

100+ Dubois County residents

12 challenges

12+ local partner organizations



## QUOTE

“It’s always great fun to collaborate with all our community organizations to create a high profile event. We welcomed over 100 guests and the energy in the place was obvious. I saw lots of our guests working to fill out their challenge check-off list.”

— Dr. Alan Johnson, VUJC



## MEDIA

Dubois County *Herald* + WIBC radio interview

# CASE STUDY: ALL-IN UNIVERSITY PARTNERSHIP



On Aug. 21 more than 600 UIndy freshmen used ALL-IN challenges to go on a scavenger hunt in downtown Indy as part of Welcome Week activities. As part of the adventure, they visited historic venues like the Indiana State House, performed an act of kindness and ate at an ethnic restaurant. To track their progress, students were encouraged to use social media (i.e. #UIndyCreates #ALLIN).

## THE PROBLEM/OPPORTUNITY

UIndy wanted to create a fun, interactive activity for freshmen during Welcome Week that led up to an Indianapolis Indians game. While the campus is near downtown, UIndy students rarely visit or utilize Indy's assets. UIndy staff members were excited about the opportunity to connect freshmen to the city, and took the initiative to plan the event with support from Indiana Humanities.

## HOW ALL-IN HELPED SOLVE A PROBLEM

ALL-IN is an easy framework for a scavenger hunt – it encourages students to go places (and do things) that are sometimes out of their comfort zone (i.e. try an ethnic restaurant). It also lends itself naturally to social media. Students are excited to post about their experiences and because of that, the university gets widespread exposure.

## KEYS TO SUCCESS:

- Excited, committed lead partner
- Connected to university's goals and initiatives
- Framework in place – participation was mandatory
- Clear student requirements
- Student guides and staff support at locations and key intersections

## WHO?

### LEAD PARTNERS

University of Indianapolis  
Kori Vitangeli, Dean of Students  
Joe Thomas, Assistant Dean of Students

### SUPPORTING PARTNERS/VENUES

White River State Park, Indiana Historical Society, Big Car, Indiana State Museum, The Hall, Historic Indianapolis, The Indianapolis Public Library, Indiana State House, India Garden

### KEY PARTICIPANTS

Lou Harry – Indianapolis Business Journal, President Rob Manuel, Ace the UIndy Greyhound



## TIMELINE

### March

Early meetings with UIndy team to decide how ALL-IN could fit best

### June – August

UIndy planned experience, met with scavenger hunt locations, created day-of itinerary

### August

Indiana Humanities created collateral materials and press materials

## AGENDA

- 2 PM Freshmen gathered in the auditorium to kick-off the mandatory experience. Joe Thomas gave an introduction.
- 2:05 PM Kristin Hess from Indiana Humanities gave a brief overview of ALL-IN and why connecting to place matters.
- 2:10 PM Lou Harry led the group in a fun, interactive “higher or lower” trivia game to warm up the audience and tease the scavenger hunt content. President Rob Manuel and Ace the Greyhound mascot participated, along with a student from the audience. Audience members answered questions as well (and received UIndy bookstore gift cards).
- 2:30 PM Joe Thomas explained the activity downtown and released the students to buses that would take them downtown.
- 2:45-5PM Students participated in challenges downtown and gathered at White River State Park when finished.

## COSTS

UIndy had already committed to bussing the students downtown for an Indians game (which was the major expense of the activity). Other expenses included India Garden appetizers, refreshments, city permits, collateral materials and extended staff time.

## BY THE NUMBERS

- 600+ UIndy freshmen
- 14 challenges
- 6 locations

## QUOTE

“What a perfect way to engage our students in Indianapolis. The structure of the challenges that Indiana Humanities developed is great way to get students to go somewhere they’ve never been before, learn something new and have a great time doing it.”

– Joe Thomas, University of Indianapolis

“I still can’t get over the way #uindy represented during the #ALLIN scavenger hunt yesterday. #UIndyCreates indeed!”

– @EdwardFrantz, University of Indianapolis

## MEDIA

- WISH-TV Channel 8
- WFYI 90.1 No Limits radio show



I had never been to the capital building before today.  
[#UIndyCreates](#) [#ALLIN](#) [pic.twitter.com/tkC1xo8Huo](https://pic.twitter.com/tkC1xo8Huo)

21 Aug 4:58pm

 Sign in with Twitter to reply, retweet, or favorite.

# CASE STUDY: SPIRIT & PLACE GOES ALL-IN



On Nov. 7, 2014, more than 250 people attended the Opening Night event for the Spirit & Place Festival called “Taking it ALL-IN.” Families (like this one above), couples, students and engaged citizens shared why they loved Indiana, plotted their family’s Indiana-versary on a giant timeline, listened to ethnic music from a DJ and sampled ethnic cuisine from India Garden. The festival’s theme was “Journey” and ALL-IN helped kick-off the multiple day festival in Indianapolis. It was a unique opportunity to connect participants to new organizations and help us all broaden our audiences.

## THE OPPORTUNITY

The Spirit & Place Festival is a 10-day festival in Indianapolis that brings together the arts, humanities and religion. Indiana Humanities wanted to connect with festival attendees; Spirit & Place wanted a fun, interactive Opening Night event connecting to the Journey theme. A collaboration (not our first!) was born.

## THE CHALLENGES

There were many. Among them: it was a First Friday in Indianapolis. That meant we were competing for the thousands of people who visit dozens of venues downtown each month. We also needed permits (alcohol, food, parking) for a number of items. Partner organizations (see list on right) were busy planning their own Spirit & Place events, so they needed to know that this event would help draw participation to their event -- not just drain their resources for the night.

## KEYS TO SUCCESS:

- Committed lead partner (Spirit & Place Festival)
- Buy-in from local organizations and partners
- Committed volunteers (and interns!)
- Fun, interactive activities
- Collateral materials, agenda/timeline provided for cohesive look
- An opportunity to continue participating in ALL-IN throughout the festival

## WHO?

### LEAD PARTNER

Spirit & Place Festival  
Pam Blevins Hinkle

### PARTNER ORGANIZATIONS/ VENUE

Christian Theological Seminary  
Cultural Cannibals  
The Hall  
India Garden  
Indiana Historical Society  
Indianapolis Neighborhood  
Resource Center  
Indianapolis Public Library  
Indy Reads  
Upland Brewing Company  
WFYI



## TIMELINE

### June - September

Early meetings with Spirit & Place Festival to design event atmosphere, make contact with partner organizations

### September - October

Location visit, worked with partners to develop their experience and enlisted their help in promoting the event

### October - November

Indiana Humanities created collateral materials, press materials and timeline of event

## AGENDA

3-4:30 PM Setup for IH + S&P + Partner Organizations

4:30 PM VIP-only event (Beer + Mingling)

5 - 8 PM General registration/Check-in/Challenge participation

8:30 PM Tear-down

## CHALLENGES

- Listen to music from another country
- Declare your Indiana-versary
- Share an inspirational quote
- Share an organization you support and why
- Share why you love Indiana
- Share a family story, piece of advice or recipe
- Share a book character who you will never forget
- Share someone who is shaping the future of the community
- Share a hidden gem
- BONUS: Sample food from another country

## EXPENSES

Approximately \$1500. Included:

- Food (donations requested to off-set cost)
- Collateral materials
- Musician fees
- Permits
- Alcohol/food vouchers for VIP experience

## BY THE NUMBERS

250+ Spirit & Place go-ers

9 challenges (+1 Bonus)

12 partner organizations

## QUOTE

@TheHall\_Indy... "Lots of activities to help you score points for @INHumanities #allin challenges at @spiritandplace #loveindy"



# ALL-IN BLOCK PARTY

## CHALLENGE PLANNING WORKSHEET

<p>What's your ALL-IN challenge?</p>	<p>Who will run the booth? (Organization, individuals) Consider community organizations whose mission is related to the theme of the challenge.</p>
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<p>What will participants do at the booth?</p>
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<p>What materials will be needed? Is A/V set-up needed? How will the booth be set up?</p>	<p>Do any of the materials need to be prepared ahead of time? Who's responsible?</p>
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## ACTION ITEMS

List out next steps, including who's responsible for what.

- 1.
- 2.
- 3.
- 4.





# ALL-IN BLOCK PARTY

## BANNER INSTRUCTIONS

We're pleased to be able to loan you a pop-up banner for your ALL-IN Block Party! However, banners are expensive so we only have a limited number available and will need you to return them to us so we can reuse them with other Block Party hosts.

Please note: the second portion of your payment is contingent upon submission of final reporting (including attendance and budget) and the return of your banner.

### GETTING THE BANNER

A limited number of hosts will receive their banners at the in-person Block Party planning workshop. We have distributed banners according to your proposed event dates.

For all other hosts, we will try to send out banners at least three weeks before your event date based on your event notification form. Please bear in mind we may be waiting on the return of a banner before we can accommodate your request. We appreciate your patience!

For Indianapolis hosts, we may drop them off in person or ask that you pick up banners from our office.

### RETURNING THE BANNER

You can return the banner in person or mail back to Indiana Humanities. Our offices are open Monday—Friday, 9am–5pm. We recommend you contact us ahead of time to let us know you are planning to drop by.

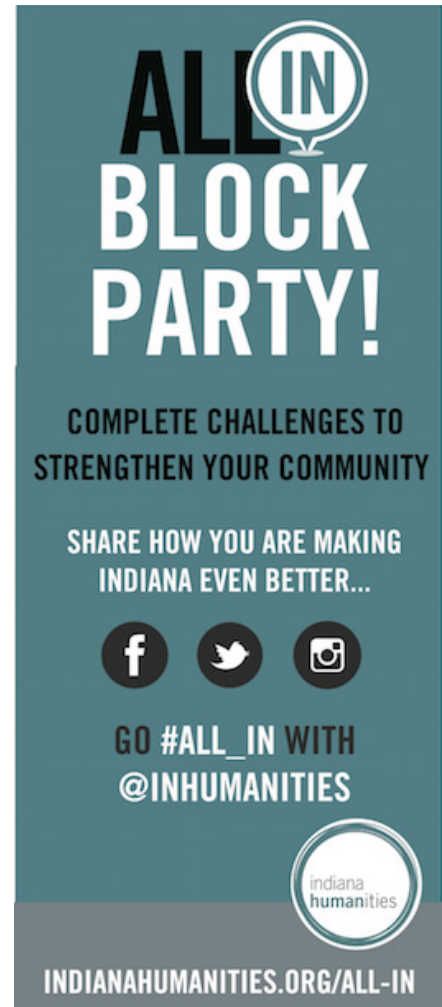
To return your banner by mail:

- Return in a box or tube.
- Make sure packing materials are sturdy and well fastened! We don't want things to get lost or damaged en route.
- We strongly recommend that you get insurance for the value of the shipment (\$100).
- You can use Fed Ex, UPS, or U.S. Postal Service.
- You can use part of your \$1,000 Block Party award to cover the cost of returning the banner.

Please return your banner within three weeks of your event. Email Leah Nahmias ([lnahmias@indianahumanities.org](mailto:lnahmias@indianahumanities.org)) with any questions regarding banners.

**Please mail your banner back to:**

**LEAH NAHMIA  
INDIANA HUMANITIES  
1500 N. DELAWARE STREET  
INDIANAPOLIS, INDIANA 46202**





AN INDIANA HUMANITIES PROGRAM

[IndianaHumanities.org/ALL-IN](http://IndianaHumanities.org/ALL-IN)