



AMTRYKE OPEN HOUSE GUIDE



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WELCOME...

The guidebook is designed to provide you with all of the proper information to hold a successful AmTryke Open House!



WHAT IS AN AMTRYKE OPEN HOUSE?

An AmTryke Open House is a one half-day event where families of children with special needs are invited to learn about AMBUCS and the AmTryke. Children receive free evaluations on the AmTryke by pediatric therapists and are then placed on the chapter's Wish List to receive their own AmTryke for free!

KEY ELEMENTS OF AN AMTRYKE OPEN HOUSE:

- Getting the word out to families of children with special needs.
- Obtaining publicity for the event through local media outlets
- Working with local pediatric therapists who are willing to perform AmTryke evaluations on the day of the open house.
- It is **very important** that your chapter has a plan on how you will fund all of your new AmTryke requests. This event can generate a lot of interest in the AmTryke and you must be prepared **financially** to fill these requests. If it will be a lengthy wait before these children receive their AmTrykes (months or more), be honest with the parents. Make sure they know to expect a longer wait.



Need more ideas? Visit www.ambucs.org!

PLANNING THE EVENT

1. LOCATE SITE

Locating and securing an appropriate site for the Open House is one of the first steps to a successful event. Consider a local therapy center or community facility that will accommodate the families, volunteers and therapists at the Open House.



2. RECRUIT NECESSARY VOLUNTEERS

Volunteers are an important aspect of the Open House. In order to have a successful event consider recruiting the following:

- AMBUCS members
- Volunteers
- Certified physical/occupational therapists (If you will be having new therapists there, be sure that someone is available to explain the AmTryke assessment form and evaluation process to the therapists ahead of time!)
- Students

3. SET THE DATE AND TIME

Setting the date and time can be a difficult decision if it is a busy time of the year. February (National AMBUCS Visibility Month) is a perfect time! A Saturday is an ideal day of the week for families and therapists. Offer a big enough window of time for families to attend. Be sure to keep in mind that if the event lasts too long you may discourage therapists and volunteers from assisting again.

4. CREATE PROMOTIONAL MATERIAL

You will need to create flyers and letters that can be distributed to families, schools, therapists, etc. A sample letter to past AmTryke recipients and promotional flyer are included in this guidebook.

Print flyers on bright colored paper. Distribute them to local school systems and

facilities that cater to children with disabilities. Be sure to include the event description, location, address, date, time, contact information.

5. RECRUIT CHILDREN AND THEIR FAMILIES

The most important element of a successful Open House is having children there that can benefit from an AmTryke. This can be achieved in a variety of ways.



- **Past recipients**-Chapters are encouraged to maintain a database of previous AmTryke recipients. It may prove helpful to send a letter to these families. If it has been a while, the child may be in need of updated equipment.
- **Local school systems**– This is a terrific resource for identifying children who may need AmTrykes. Contact the department head of the therapy department of each school system.
- **Pediatric therapy centers**– Establishing a relationship with pediatric therapists is essential to having a successful AmTryke program in your area as well as a successful Open House.

6. CONTACT THE MEDIA

Getting the media to attend your Open House will further your visibility efforts. Contact the media ahead of time (two or three weeks prior). Identify who the best person(s) is to send your press release to. Find out if this person prefers to receive the release by fax or email. Send the release one week prior to the event (any earlier and it may get lost!) A follow up call a few days before the event is also a good idea. Consider holding a small give-a-way at the same time for added visibility!

7. DECORATIONS AND REFRESHMENTS

Although they are not a must-have for an Open House, adding decorations and refreshments are a great added detail! Before you try to budget for these, contact local businesses to see if they would be willing to donate items. You are often able to find businesses that will donate balloons, food, drinks, and more!

DAY OF THE EVENT

1. SET UP EARLY

If you can set up the day before, do so! If not, get there early. Eager parents will be there before the event is scheduled to start. Setting up ahead of time will allow you to visit with families as they wait for the event to begin.

2. THE EQUIPMENT

Make sure that you have all of the necessary equipment. Do you have all of the appropriate models of AmTrykes? What about accessories? Gather as much equipment as possible. This will allow therapists to correctly evaluate children on the AmTryke and make appropriate recommendations. Remember that your chapter should have a request form, assessment form and signed liability waiver for each child before they receive a tryke. Make sure you have these forms ready to be filled out!



3. WHERE TO STAFF?

You should have members/volunteers staff the sign-in area, refreshment area as well as serve as assistants to therapists. If you are lucky enough to have extra volunteers ask them to visit with families and help fill out necessary paper work.

4. DON'T FORGET TO RECRUIT!

This is an ideal time to talk to Open House attendees about AMBUCS. Use this opportunity to work on your recruiting skills. Invite therapists, parents and friends to attend a meeting and talk to them about membership in AMBUCS.

5. HAVE FUN AND CELEBRATE YOUR ACCOMPLISHMENTS!

Holding an Open House takes hard work and organization. Don't forget to take time during the event to have fun! It is an exciting time for your chapter and anyone else involved! Celebrate your hard work and your great event!

You and your family are cordially invited to the

AmTryke® Open House



(DATE)

(TIME)

(street address)

(city, state, zip)

Hosted by the (name) Chapter of AMBUCS

We are searching for children that will benefit from our life changing AmTryke® therapeutic tricycle. An AmTryke is designed to give children with disabilities their first set of wheels. The unique tricycle-driven by hand, foot or both-improves muscle tone, motor coordination, increases self-esteem and best of all, it's fun to ride!

Our Open House is designed for children with disabilities and their families to come and test out the AmTryke. Therapists will be on hand to make the necessary adjustments needed for your child. Your child becomes a future recipient and will be placed on our AmTryke Wish List .

To RSVP or get more information, please call (name, phone number, email address)
You may want to checkout the AMBUC Website at www.ambucs.org.

Come see how your child can receive a FREE AmTryke tricycle!

Sample letter to parents of a past AmTryke recipient

(date)

(name)

(address)

Dear Parent,

(chapter name) AMBUCS is excited to announce that it is holding an AmTryke Open House and we would like to invite you to attend! Is your child outgrowing his or her tryke? Would you like to come see the new accessories available for your child's tryke? Or do you know other children who could benefit from getting an AmTryke of their own? Here is a chance to spread the word and let another child experience the freedom of an AmTryke.

Each child will be evaluated by a certified physical therapist and/or occupational therapist to make sure the child is fitted properly for a free AmTryke of his or her own. Every child who can benefit from an AmTryke will be placed on our Wish List to receive a free tryke.

The Open House will be held on (date) from (time) at (location address). Please see the enclosed directions.

Your presence at this event will be beneficial. If you have any questions or want to RSVP please contact (contact name, phone number and email address)

Sincerely,