



***THE NEW PPF Calendar
Putting It to Work for Your Chapter***

Heaven knows, you're busy! You're scheduling events and trying to drum up the people you need to make them happen. But people also need to know they ARE happening and an online calendar of events is one big way to do it.

That's something everybody knows which is why everybody HAS a calendar. You most likely have one on your website. DCNR has one for every park. We have one for PPF events and yours. You have to get your things listed in all three places; Pam has to go searching your websites and Facebook pages for what you have scheduled. It's a lot of work.

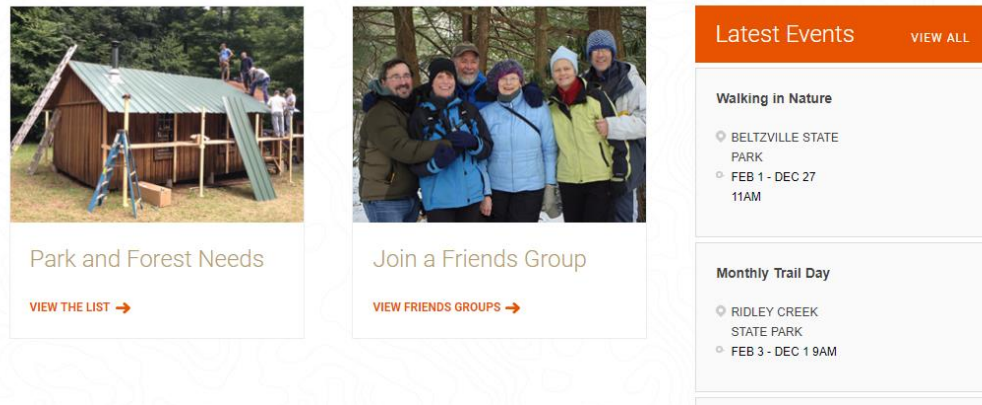
In the fall of 2017, we decided to purchase the same software DCNR uses for their big calendar to run ours. This simple (and expensive) act means that at least some of that duplication of effort will be eliminated with a few simple (and not expensive) steps.

1. Please ask your park/forest educator or other staff person to click the Pennsylvania Parks and Forests Foundation "Group" in the available dropdown of the calendar entry screen when they are putting your events on DCNR's calendar. They may never even have noticed that option but it's right there under the Target Audience tag they use all the time.

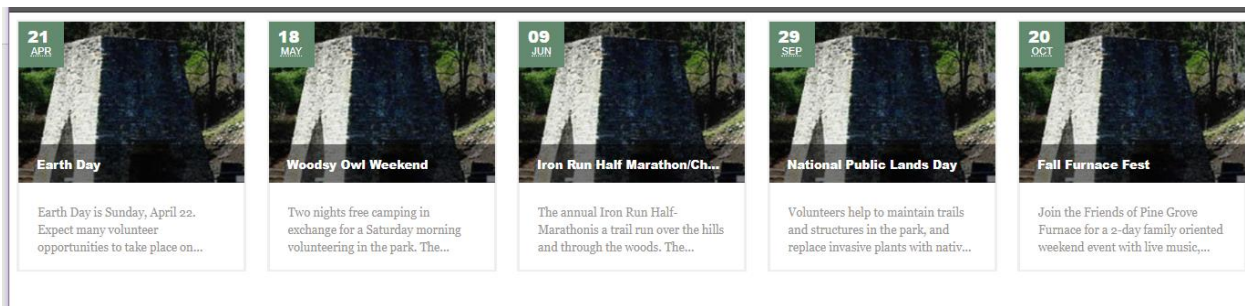
A screenshot of a web form for adding an event. The form has several dropdown menus: Category, Outdoor Activity, Region, Seasonal Event, Target Audience, and Group. The 'Group' dropdown is open, showing 'Pennsylvania Parks and Forests Foundation' as the selected option, which is circled in blue. Below the dropdown is a 'TICKETING' section with fields for 'Ticket Cost ?' and 'Ticket Link'. At the bottom right, there are 'Cancel' and 'Add Event' buttons.

2. A click of this dropdown means the event shows up in a feed to our calendar where I can attach your chapter as the substitute Group in our calendar structure and post it to the PPF calendar of events.

- IF you would like, a “widget” can be created to feed these events right back to you for your own website. The widget structure can take the form of a short list for your home page (something like ours):

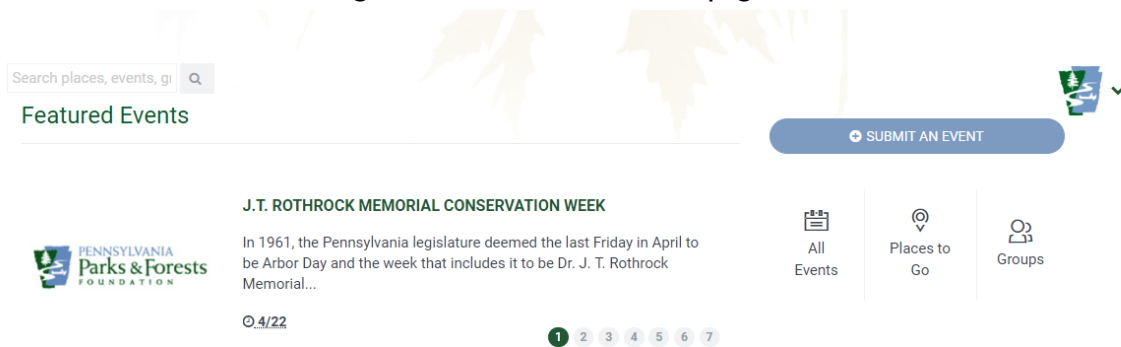


or a full page listing like this:



(As I’ve noted to the Friends of Pine Grove Furnace, whose events these are, right now the events default to the generic universal PGF photo but each event can have its own image).

- When you schedule a new event, you can submit it directly to the PPF calendar using the “Submit an Event” button right on our calendar’s main page:



That takes you to a very simple screen for entering the event’s information. (See attached.)

- If you wish to submit a “batch” of events, there is a spreadsheet available that allows you to do all of this at once. You send it to me and I’ll import everything at one time. Talk to me if you’d like to do this.
- That’s really all there is to it. Why not give it a try!