



ILLINOIS TOWNSHIP DAY

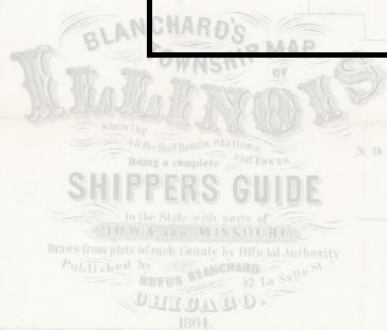
TOOL KIT



SEPTEMBER 2023

WWW.ITASCSC.NET

FACEBOOK: [HTTPS://TINYURL.COM/YBEFATD4](https://tinyurl.com/ybefatd4)

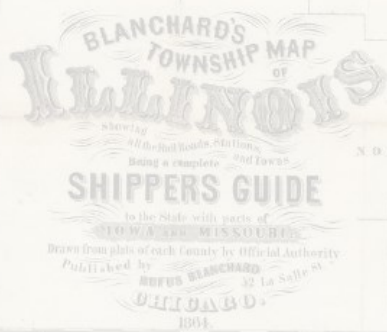


References

Scale of Miles

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Welcome!

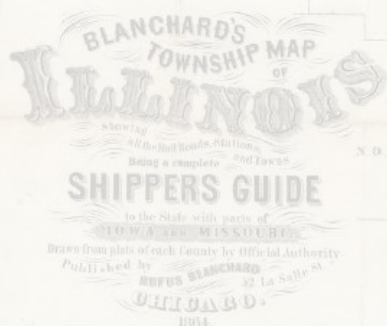
The Illinois Township Association of Senior Citizens' Service Committees (ITASCSC) has designated the month of September to celebrate **Illinois Township Day**.

Throughout the month of September, townships are designating a specific day to recognize **Illinois Township Day**. **Illinois Township Day** is a perfect way to reach out to your residents and let them know about the services and programs your township provides. This toolkit will

- Describe the step-by-step framework of planning your **Illinois Township Day**
- Demonstrate how to connect with your township population and inform them of the services you provide
- Provide dynamic marketing templates to publicize your township and **Illinois Township Day**

This program is in response to the ever growing need of all Illinois townships, large and small, to come together in a unified manner and inform the residents of the State of Illinois of our relevance.

Don't miss your township's opportunity to engage in this positive program promoting your services and programs that will sweep across Illinois.



History of Townships

HISTORICAL BACKGROUND

Township government, established in Providence, Rhode Island in 1636, is the oldest unit of government continuing to serve on the North American continent. Township government was in existence for 140 years prior to the signing of the Declaration of Independence in 1776. The wording of the Declaration of Independence reflects the facet that 38 of its 56 signers had experienced the benefits of township government.

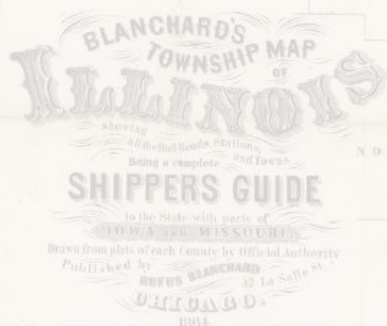
The Declaration's statement that "government should derive its powers from the consent of the governed: is demonstrated at the Annual Town Meeting held on the second Tuesday of each April. The Annual Town Meeting is still an important function of our nation's 17,000 townships after more than 360 years. The Illinois Constitution of 1848 gave voters in each county the opportunity to adopt Township Government. By 1850, the first township government began operation. Today, 85 of Illinois's 102 counties operate under the township form of government and the 1,431 townships serve more than eight million citizens.

FUNCTIONS OF ILLINOIS TOWNSHIPS

By law, Illinois townships are charged with three basic functions: 1) general assistance for the indigent; 2) the assessment of real property for the basis of local taxation; and, 3) maintenance of all roads and bridges outside of federal, state, or other local jurisdiction.

ROAD AND BRIDGE MAINTENANCE

Township government maintains over 71,000 miles of roads in Illinois—a full 53% of all thoroughfares in the state.



References

County Lines
County Seats
State
Scale of Miles

History of Townships

PROPERTY ASSESSMENT

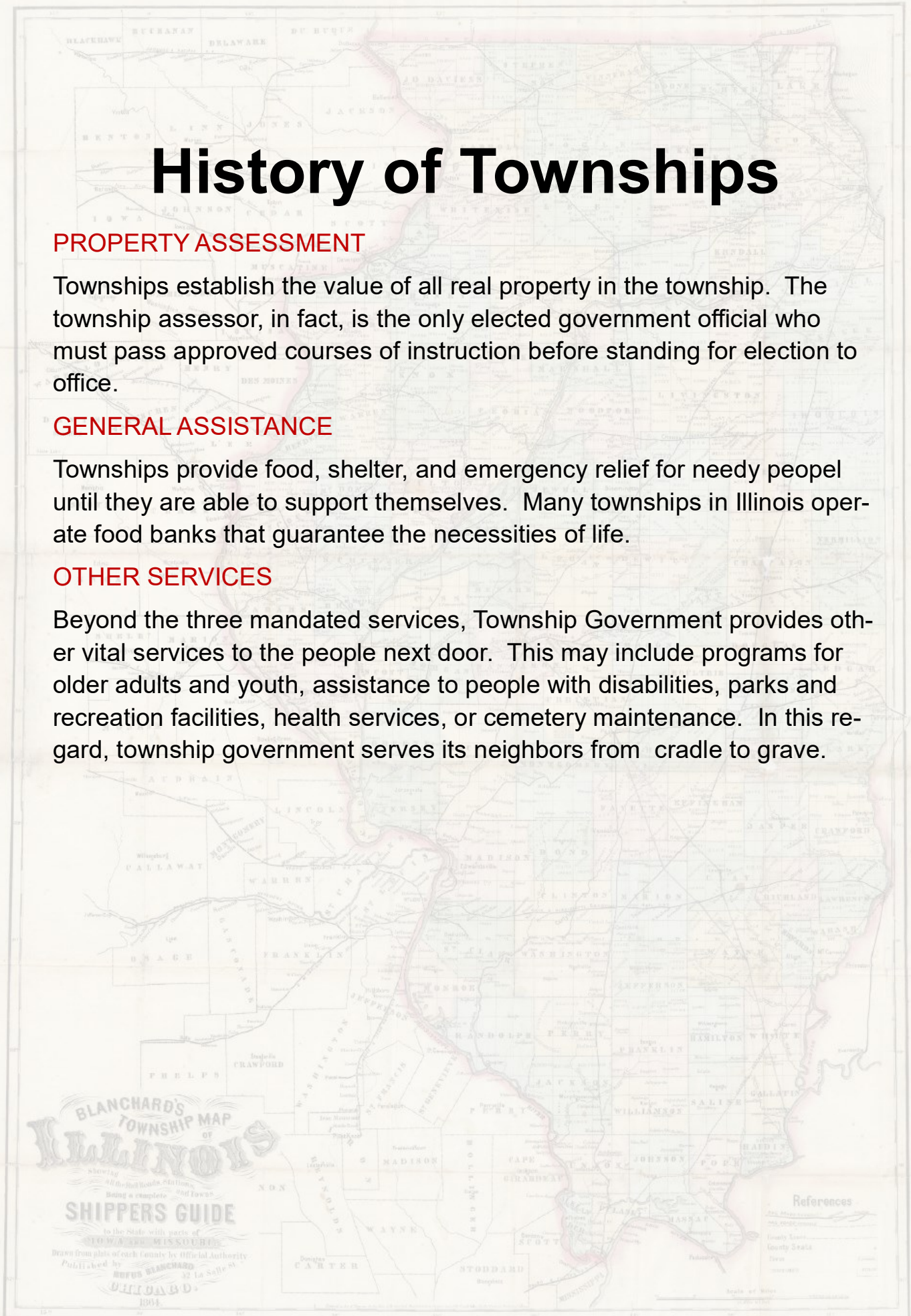
Townships establish the value of all real property in the township. The township assessor, in fact, is the only elected government official who must pass approved courses of instruction before standing for election to office.

GENERAL ASSISTANCE

Townships provide food, shelter, and emergency relief for needy people until they are able to support themselves. Many townships in Illinois operate food banks that guarantee the necessities of life.

OTHER SERVICES

Beyond the three mandated services, Township Government provides other vital services to the people next door. This may include programs for older adults and youth, assistance to people with disabilities, parks and recreation facilities, health services, or cemetery maintenance. In this regard, township government serves its neighbors from cradle to grave.



Elevator Pitch

If you are stopped on the street, can you give a clear, concise answer to

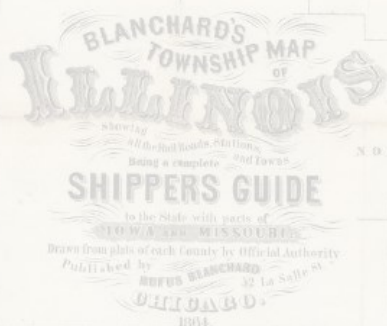
WHAT DOES YOUR TOWNSHIP DO?

Five questions to perfect your elevator pitch:

1. Who do you do it for?
2. What's in it for the people you serve?
3. What does your organization do? (Services, not departments here)
4. Why are you different than my...city, village, park district, library, etc.?
5. What is your organization? (We are a township...)

FOR EXAMPLE:

ITASCSC is the Illinois Township Association of Senior Citizens' Service Committees. We provide professionals who work with older adults opportunities for education, collaboration, networking, and resources within the framework of township government.

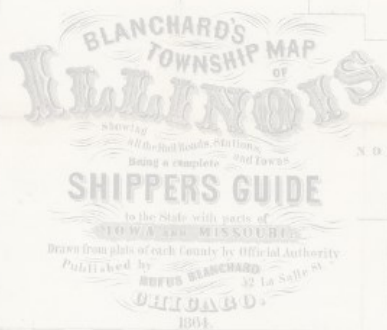


References

Scale of Miles

Township Day Planning

1. Find a few key people to involve in the planning of your event. A good place to start may be people who know about your township services and/or use the services.
2. Ask the potential group members if they would be willing to help put on a small event to inform other residents about what the township does.
3. Meet with the group to brainstorm different ideas to bring people to the event. Some ideas:
 - Bake sale
 - Yard or trunk sale (people selling goods out of their car trunks)
 - Music festival: local talent from the high school, community bands, or other local acts
 - Car wash
 - Pie judging contest
 - **The possibilities are endless....**
4. Divide tasks amongst the “troops.” Assign jobs such as
 - Press release/poster maker
 - Food
 - Logistics of the event
 - Volunteer Coordinator (this person should be a strong influence in the community who knows everyone and can place people in different activities.)
5. Follow our timeline for a successful event.



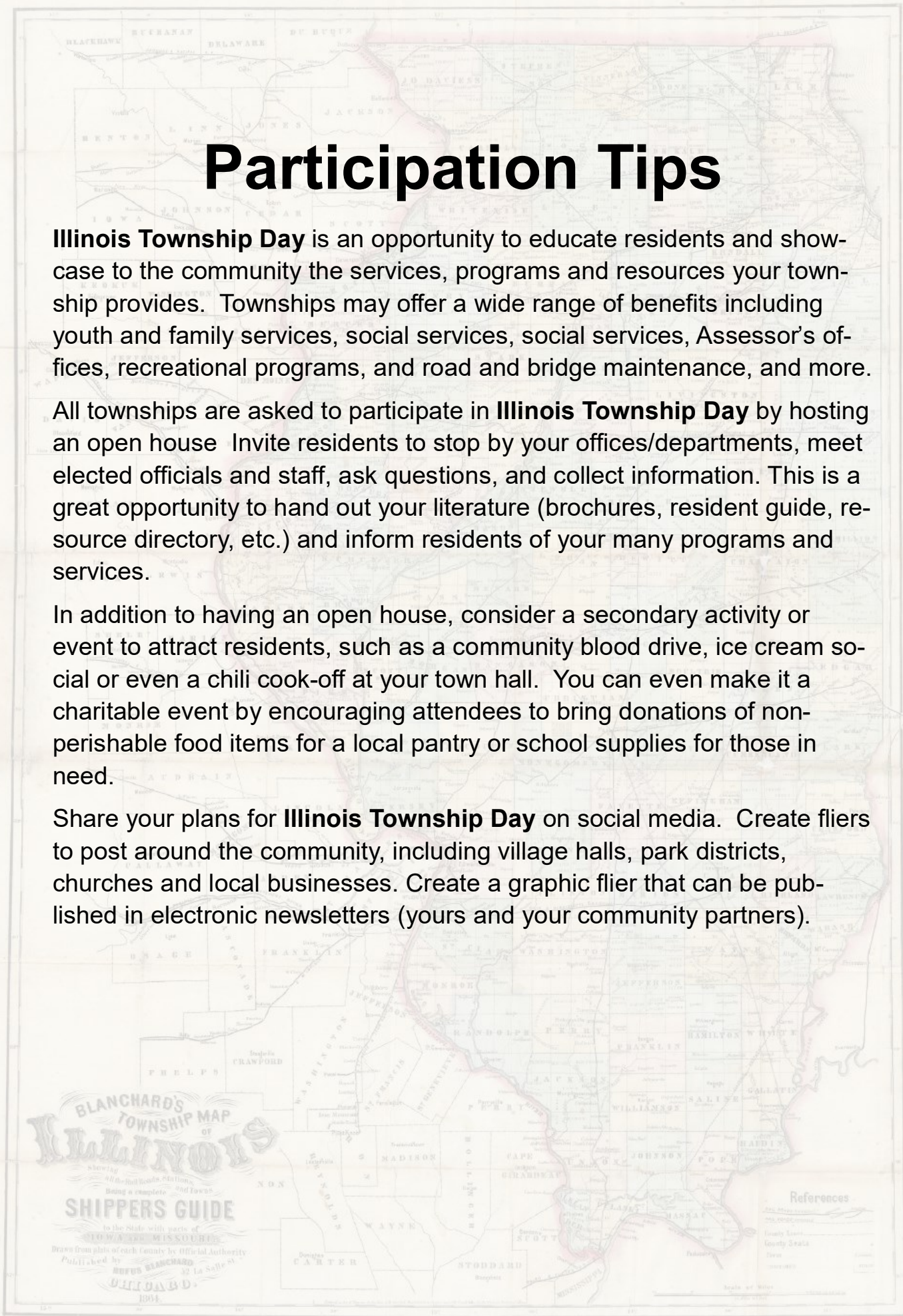
Participation Tips

Illinois Township Day is an opportunity to educate residents and showcase to the community the services, programs and resources your township provides. Townships may offer a wide range of benefits including youth and family services, social services, social services, Assessor's offices, recreational programs, and road and bridge maintenance, and more.

All townships are asked to participate in **Illinois Township Day** by hosting an open house. Invite residents to stop by your offices/departments, meet elected officials and staff, ask questions, and collect information. This is a great opportunity to hand out your literature (brochures, resident guide, resource directory, etc.) and inform residents of your many programs and services.

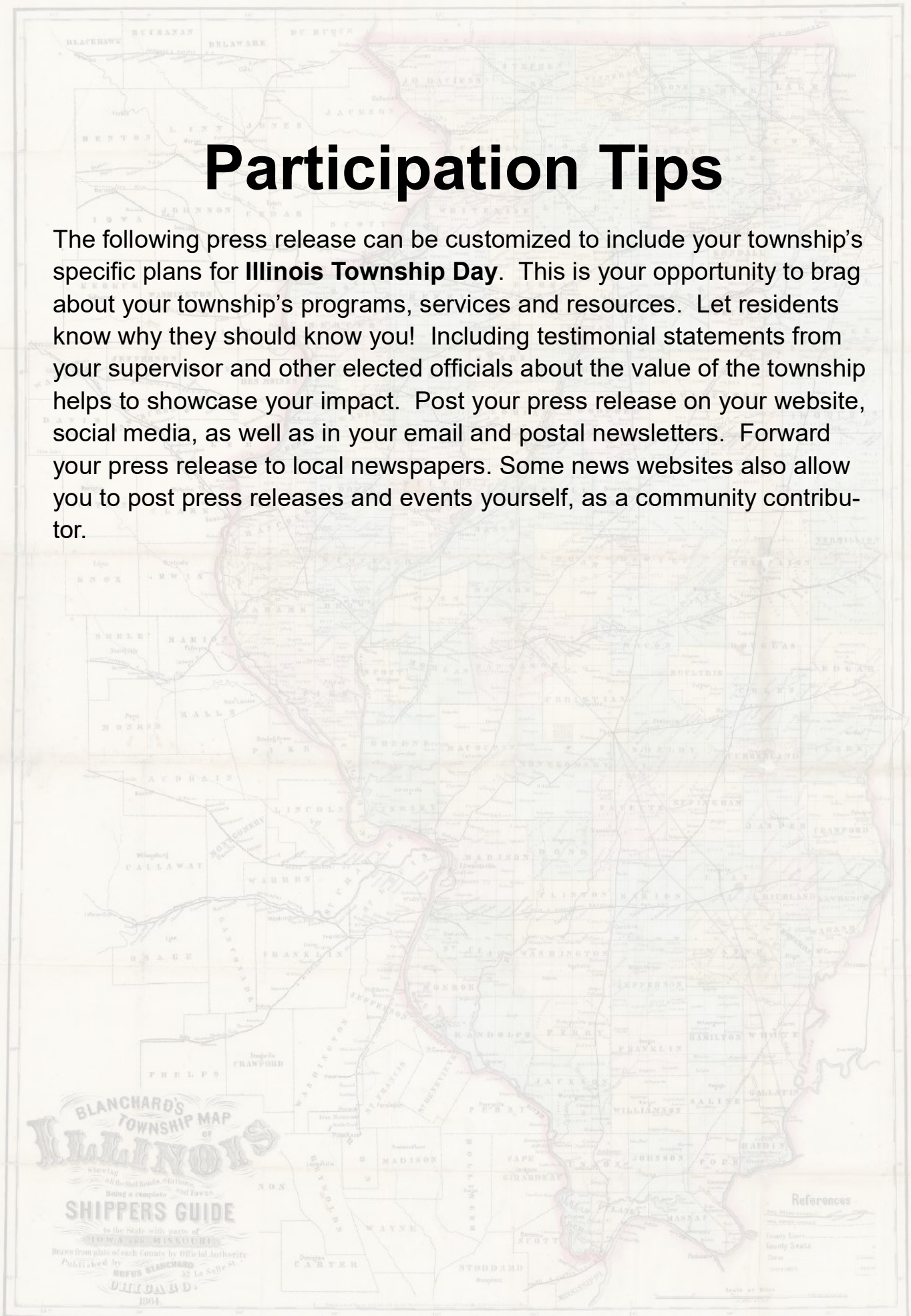
In addition to having an open house, consider a secondary activity or event to attract residents, such as a community blood drive, ice cream social or even a chili cook-off at your town hall. You can even make it a charitable event by encouraging attendees to bring donations of non-perishable food items for a local pantry or school supplies for those in need.

Share your plans for **Illinois Township Day** on social media. Create fliers to post around the community, including village halls, park districts, churches and local businesses. Create a graphic flier that can be published in electronic newsletters (yours and your community partners).



Participation Tips

The following press release can be customized to include your township's specific plans for **Illinois Township Day**. This is your opportunity to brag about your township's programs, services and resources. Let residents know why they should know you! Including testimonial statements from your supervisor and other elected officials about the value of the township helps to showcase your impact. Post your press release on your website, social media, as well as in your email and postal newsletters. Forward your press release to local newspapers. Some news websites also allow you to post press releases and events yourself, as a community contributor.

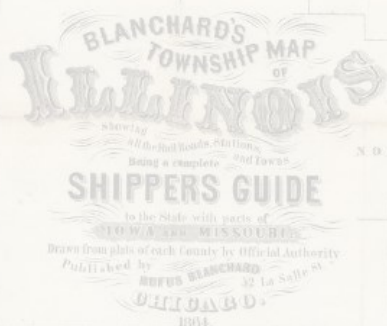


Planning Timeline

- ASAP** Initial team meeting, gather troops, and assign duties.
- May 5** Brainstorming session, bring in support for a discussion on progress.
- June 4** Planning session; bring in willing bodies to commit to 4th of July promotion for residents to “save the date.” Start looking for more recruits.
- July 4** Promotional flyer to hand out at local parades or outreach events.
- August 4** Meet with group. Circle back on preparedness for event. Troubleshoot any issues.
- Complete BY September 1**
1. Use press release for local media outlets
 2. Determine which contacts will personally invite others.
 3. Contact local papers and request coverage
 4. Schedule and create social media posts
 5. Create a flyer and post widely
 6. Spread word with phone calls or word of mouth
- September 1** Group meeting: ensure all the details are covered. Disperse all promotional materials.
- Five days before event**
1. Last minute push!
 2. Confirm any people who are participating/performing
 3. Remind staff and residents to spread the word.
- Day Of** Enjoy your event; Volunteer Coordinator to assign helpers
- Day After** Send thank you notes to any special guests, volunteers; send letter to editor for a successful event.
- Two weeks after** Host post-event wrap up meeting and gather feedback for next year's event!

Tips to Divide and Conquer

1. Form a small committee to formulate a plan for your township. The committee could include
 - Board Members
 - Community Members
 - Business Leaders
 - Scout Leaders
 - Volunteer Group Leaders
 - Township Supporters
2. Decide how BIG or small your Township Day will be.
3. Play to people's strengths; you will be surprised the talents that lie within your volunteers.
4. Make certain that every volunteer has a meaningful job.
5. Always, always, always THANK your volunteers.



Sample Resolution

Seal of YOUR
Township

Resolution Designating

September <DAY>, 2020, Illinois Township Day in _____ Township

The _____ Township Board of Trustees does hereby find as follows:

WHEREAS, Township government is the oldest existing unit of government in the United States, established in 1636 in Providence, Rhode Island and established in _____ Township in 18XX; and

WHEREAS, 85 of the 102 counties in Illinois operate under the Township form of government and the 1,431 Townships serve more than 8 million citizens; and

WHEREAS, _____ Township serves over XXX,XXX citizens in the _____ county communities of _____, _____, _____, and _____; and

WHEREAS, the _____ Township Food Pantry serves over X,XXX residents annual through the donations and cooperation of many community partners.

NOW, THEREFORE, BE IT HEREBY RESOLVED by the _____ Township Board of Trustees, _____ County, Illinois, that September <Day>, 2020 is Illinois Township Day in _____ Township.

Dated: _____, 2020

In witness whereof, we have hereunto to set our hands and caused the seal of _____ Township to be affixed hereto.

Trustee Name

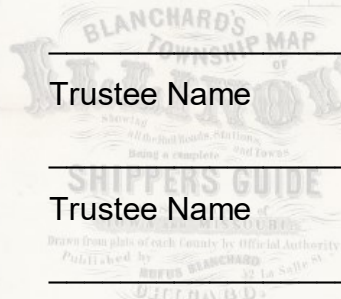
Supervisor

Trustee Name

Clerk

Trustee Name

Trustee Name



Sample Press Release

For immediate release:

Join us for Illinois Township Day on September <date>, 2023

_____ Township and the Illinois Township Association of Senior Citizens' Service Committees (ITASCSC) invites you to join us for the fifth annual Illinois Township Day on <day>, September <date>, 2023.\

We will be hosting an Open House from _____ at the following locations:

- <Insert address>

Meet your elected township officials and staff, ask questions, tour the facilities, and receive information about our programs, services, and resources. If you're not familiar with all our township provides, this is the perfect opportunity to learn more!

"ITASCSC has always been on the frontline of human services in Illinois," stated ITASCSC President Megan Conway. "We are the people that see firsthand the impact townships have on the lives of its residents. As ITASCSC members, we are ecstatic to have a day to highlight just how much Illinois townships provide for their communities."

Did you know that township government, established in 1636, is the oldest existing unit of government continuing to serve on the North American continent? In Illinois, 1,431 township serve more than eight million citizens.

By law, Illinois townships are charged with three basic functions: general assistance for the indigent, the assessment of real property for the basis of local taxation, and maintenance of all roads and bridges outside of federal, state, or other local jurisdiction.

Townships also provide general assistance such as good, shelter and emergency relief for those in need. Other services may include programs for youth or older adults, health services, parks and recreation facilities, cemetery maintenance and more.

Sample Press Release

Continued

As you may be aware, townships are under state scrutiny as a result of recommendations made by the Local Government Consolidation and Unfunded Mandates Task Force. The passage of legislation related to township government could result in townships being abolished and/or consolidated.

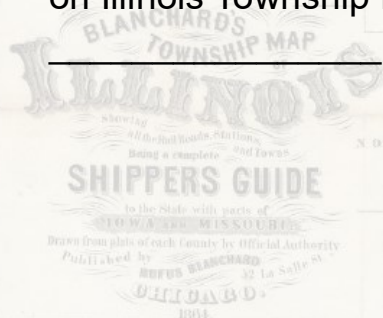
Our goal is to increase public awareness of the valuable services _____ Township provides, services that will likely cost taxpayers a great deal more if they were left in the hands of a larger unit of government.

“Recognition events that highlight the value of township government are a great way to show the community what their local government is doing,” stated Jerry Crabtree, Associate Director of the Township Officials of Illinois. “Those who favor the consolidation or elimination of township government in Illinois presently do not realize the importance of these services to the community.”

Did you know _____ Township offers (examples include senior center, youth center, afterschool activities, social services, counseling, voter registration, vehicle stickers, notary, parks or recreation, or passport assistance...)?

In addition to our Open House, we will be hosting a _____ (Examples include blood drive, ice cream social, chili cook-off, fundraiser for canned goods or school supplies, etc.). We look forward to seeing you on Illinois Township Day! For more information, please contact

_____ Township at _____.



Sample Thank You Note

YOUR LOGO

YOUR TOWNSHIP

Your Name

Your Position

Phone:

Fax:

Address:

Date:

Dear _____,

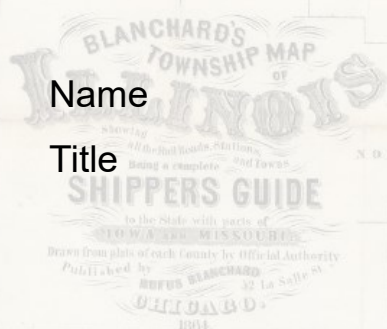
On behalf of _____ Township, I would like to personally thank you for contributing to the celebration of Illinois Township Day 2023. As part of _____ Township, it is clear that you know the importance of what we do.

Please know that your efforts are truly appreciated and that our township is stronger because of your time and talent.

Sincerely,

Name

Title



Need Help?

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FACEBOOK: [HTTPS://TINYURL.COM/YBEFATD4](https://tinyurl.com/ybefatd4)



References

