THE NEW PPFF 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 PPFF 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.

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 PPFF calendar of events.
3. 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):

![Widget Example](image1)

or a full page listing like this:

![Full Page Listing Example](image2)

(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).

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

![Submit an Event](image3)

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

5. 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.

6. That’s really all there is to it. Why not give it a try!