Pokémon GO Community Day

Hamilton East Public Library

Intergenerational

Pokémon GO Community Day

Sep 2, 2026

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Byline

Mallory Easterday, Public Services Librarian, Hamilton East Public Library, Noblesville, Ind.

Whether attendees were brand-new players, young kiddos, or veteran Trainers, they joined us for an official Pokémon GO Ambassador Community Day at the library. This was the perfect time to connect with other players, make trades, and catch shiny Pokémon with boosted encounter rates.

This event was 100% free to attend. The first 100 attendees to check in, or those too young to check in digitally, received a small gift that included an exclusive event button and more. Participants who checked in through the Campfire app could access exclusive timed research rewards such as 1 Incense, 1 Star Piece, and 1 Lure

Module.

Attendees dropped in at any time during the event to play, meet local Trainers, and enjoy a welcoming library space. Pokémon coloring pages, a “draw your own Pokémon card” station, and other kid-friendly activities were available, making this a fun option for families and players of all experience levels.

Coffee, tea, and bottled water will be provided. Attendees are welcome to bring small pre-packaged snacks to share if they wish. Participants will use their own devices and accounts, and standard library behavior guidelines apply. Registration is not required.

Advanced Planning

Our primary goal was to create a welcoming gathering place for local Pokémon GO players and connect an existing gaming community more intentionally with the library. Because Pokémon GO attracts players across generations, Community Day offered an opportunity for adults, teens, children, and families to gather around a shared interest.

The partnership began organically. I noticed that Shiny Hunters of Noblesville, a local nonprofit and official Pokémon GO Community Ambassador group, was already using our meeting rooms for gatherings. I introduced myself and learned how appreciative they were to have the library as a place to meet. I suggested that we work together to turn a future Community Day into an official library program and invite more local players into the library. As a Community Ambassador group, Shiny Hunters and their events can also be discovered by players searching for local Pokémon GO communities.

Planning began a few months before the event and was collaborative. The library handled room reservations, internal logistics, promotion, and supplemental activities, while Shiny Hunters brought their established community, game expertise, and Community Ambassador resources.

One consideration was that Pokémon GO encourages movement. We used the meeting room as a home base while welcoming participants to play, socialize, and

explore appropriate areas throughout the library.

Marketing

The library's marketing department promoted Community Day through our online program calendar, quarterly print magazine, and digital flyers displayed on screens throughout the library. Shiny Hunters promoted the event directly to the local Pokémon GO community through their Facebook group, which has nearly 3,000 members, and included the library event on printed monthly calendars distributed at their other gatherings.

This partnership allowed the program to reach audiences through complementary channels. The library's marketing introduced the event to existing patrons, while Shiny Hunters could reach an established network of local Pokémon GO players, including people who might not otherwise encounter library programming.

Because Community Day is a drop-in event, registration is not required. The turnout demonstrated one of the major benefits of partnering with an established gaming community: we did not have to build an audience for the program from scratch. Shiny Hunters already had a strong network of local players, while the library could offer additional visibility and introduce the event to people beyond that network.

Budgeting

Community Day has required little to no additional spending from our library's programming budget. I printed extra Pokémon-themed coloring pages and brought out our existing hospitality cart, which is regularly stocked with coffee, tea, bottled water, and pre-packaged snacks for library programs.

Shiny Hunters also provides pre-packaged snacks and small gifts for attendees, including exclusive buttons featuring the Pokémon highlighted during that month's Community Day and candy. These items are purchased by Shiny Hunters using their own funds, which are supported by donations from members of their community.

Libraries could easily adapt this program to fit their available resources. Refreshments, giveaways, and supplemental activities are nice additions but are not

necessary to make the program work. At its core, the program requires very few supplies because participants bring their own phones and the primary activity takes place within Pokémon GO. A library could host a Community Day simply by providing a welcoming gathering space and working with its local Pokémon GO community.

Day-of-event Activity

Only one library staff member was assigned to the program. I began setting up about an hour beforehand, although very little special setup was required. We reserved our largest available meeting room and added a display of Pokémon-related library materials, a coloring station, our existing device charging station, and an area for snacks and drinks.

Shiny Hunters handled their own setup and typically had one or two representatives available to help participants check in through Niantic Campfire, a social app Pokémon GO players can use to find local communities and in-person events. Checking in at the meetup location during the official Community Day window also allows participants to receive additional in-game bonuses. Shiny Hunters staffed a table near the entrance for check-in and giveaways and placed their official Community Ambassador flags outside the room.

The meeting room served primarily as a home base. Players gathered there to socialize, charge devices, grab refreshments, and check in, but also wandered throughout the library and outside while playing. The visible activity and Community Ambassador flags also prompted other patrons to stop and ask what was happening.

Room capacity became a challenge during our second event as attendance grew. Fortunately, the mobile nature of Pokémon GO meant participants did not need to remain in the meeting room. Overall, the program required surprisingly little staff oversight because Shiny Hunters managed the game-specific activities and supported their community throughout the event.

Program Execution

Our first Community Day attracted 63 attendees, and attendance grew to 73 at our second event. Participants ranged widely in age, from children and families to adult players, creating the intergenerational atmosphere we hoped for.

One of my favorite outcomes was seeing participants enjoy the entire library rather than staying in the meeting room. Players gathered around tables to talk and compare catches, wandered throughout the building while playing, and moved between the library and outdoor areas. It was a very social program despite being centered around a mobile game. Shiny Hunters also helped create a fun, welcoming atmosphere with their giveaways, including cardboard Pikachu and Eevee hats for kids.

The activity also generated curiosity among other patrons. People would see groups walking around the library on their phones, notice the Community Ambassador flags, or spot kids wearing Pokémon hats and stop to ask what was happening.

Feedback has been informal but consistently positive, and participants have returned for subsequent events. The program achieved our goal of connecting an established gaming community with the library and encouraging players to experience it as a welcoming place to gather, socialize, and play.

Advice

Start by looking for a Pokémon GO community that may already be active in your area or even already using your library. Our partnership began because I noticed Shiny Hunters reserving our meeting rooms and simply introduced myself. Niantic Campfire's online meetup map is a great place to look for active meetups and Community Ambassador groups, and local Pokémon GO Facebook groups can also help you connect with nearby players.

You do not need to be a Pokémon GO expert. Let your community partner handle game-specific elements while you focus on providing a welcoming space, hospitality, promotion, and connections to library resources.

Once you establish a relationship, ask experienced players about PokéStops. Eligible landmarks and points of interest around your library may be submitted for

consideration as in-game locations. Our library now has PokéStops both outside and inside the building, including one associated with our genealogy exhibit. These encourage players to move throughout and explore the library while playing.

Finally, keep the program simple. A charging station is particularly useful, but coloring pages, refreshments, displays, and giveaways are optional. The community and the game provide the main activity, so you may already have most of what you need!

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Supporting Materials

Download this Program as a PDF

- Programming Librarian Facebook Group

Slideshow Images

Image

Image

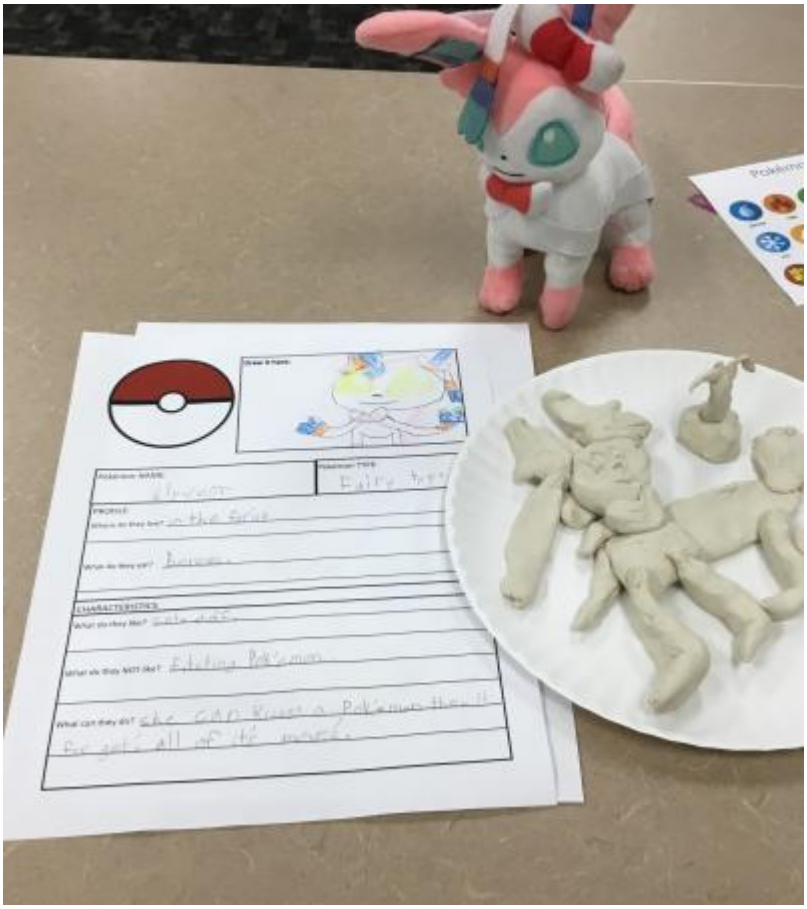
More Programs

Sep 21, 2016
Children (9 and under)+ | □□
Image

Pokémon Go Walking Tour

Audiences:

Children (9 and under)
Tweens (10-12)
Young Adult (17 - 20)
Adults (21 and up)
Jul 8, 2026
Children (9 and under)+ | $
Image



Pokémon Creation Station

Audiences:

Children (9 and under)
Tweens (10-12)
Sep 16, 2016
Children (9 and under)+ | $$
Image

Pokéthon

Audiences:

Children (9 and under)
Tweens (10-12)
Teens (13-16)
Young Adult (17 - 20)
Adults (21 and up)