In this talk we will address key issues in preparing and running a successful Sonya Kovelevsky Day, in the first year and beyond. This is just a day when high school girls are invited to campus for a day of mathematical fun. The objective is to encourage them to consider mathematical careers. We will discuss how we recruited students to participate, how we involved undergraduate math majors, and the activities that worked (and the ones that didn’t) on our campus as well as options in both local and national support. (Received September 21, 2006)