

Marketing and Promoting April Events



Marketing Vehicles

- Brochures
- Newspaper articles
- Radio interviews
- Public service announcements
- Social Media



Marketing Vehicles

What do you
use?



Ideas for Marketing

Information from Corporation for
National and Community Service
Toolkit for Program Sustainability,
Capacity Building, and Volunteer
Recruitment/Management

- Tell a Story (Appeal to the heart)
 - Who will you tell your story to
 - Current Stakeholders
 - Potential Stakeholders
- Share your accomplishments and activities regularly to your community leading up to your event
- Create a timeline



Ideas for Marketing

- Prepare quick reference/fact sheets and short articles
- Identify media contacts and try to introduce yourself and the council via email
- Create an event hash tag





What would you include
in your Fact Sheet?



Social Media Examples

- **For TWITTER** Join @LotsaHelping and promise to help a #caregiver in 2013, The Year of Helping Hands.
www.lotsahelpinghands.com/ipromise
- **For Facebook** In support of the 65 million caregivers in our country, our friends at Lotsa Helping Hands launched The Year of Helping Hands to help caregivers. Have you made your promise to help a caregiver yet?
www.lotsahelpinghands.com/ipromise
- **Hashtag #ShareaCoke—Coca Cola**

Tips and Suggestions

- Know your audience
 - What should you convey in your message?
 - What will be your keywords in your message?
 - Which mode is most appropriate to reach your target audience ?
- Make multiple contacts for the same/with message
- Articulate your event
 - Purpose
 - Passion
 - Impact



April Event Ideas

- Pinwheel Garden
- Community Fair
- Lunch and Learn
- Gala
- Superhero Run
- Presentations
- Town Hall / Community Forums
- Day at the Zoo/Museum
- Coloring Contest



April Event Ideas

What is your local council thinking about doing?



Reminders

- Record all events on the Council Events calendar
- Take pictures and tag PCAIN on social media



Thanks!

