



PLANTPURE COMMUNITIES

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ACTION SHEET: PROMOTING EVENTS

So, you've decided to hold a community event. Great job! Ready for the next step? Here are some ways you can market your event and attract attendees so your event is a success!

Craft Your Promo Materials

- Develop a catchy event name and strong, engaging logo for your event (especially if it's a VegFest) or use your existing Pod logo if you have one. In order to indicate your Pod is a member organization in a larger network, you can include the PPC Pod Badge on your flyers as well.
- Design print and digital flyers and cards that are consistent in format, colorful, and unique. You can print flyers at home or at Staples, Kinkos, or other office supply stores. For online designs, try PicMonkey or Canva; both are free to use. Refer to the *Skill Sheet: Creating Digital Designs on Canva*.
- On your flyers, include clear and concise details answering the 5 W's for your event: who, what where, when, and why (save the extra content for emails, social media posts, etc.)
- Consider coming up with a unique hashtag for your event so digital information is easily found across social media and more rapidly shared (e.g., #LexVegFest or #PlantPurePodluck). Check to see if the hashtag is already being used by searching for it online beforehand!

Get The Word Out

- Distribute your flyers and cards to family and friends, local businesses, restaurants, gyms, community bulletin boards, grocery stores, churches, farmers markets, coffee shops, hospitals, bookstores, nonprofits, and any other groups that may be interested in your event.
- Submit event info to local radio and television stations, community calendars and newsletters (this should be done at least one month prior to your event).
- Advertise for free by posting on social media accounts like Instagram, Twitter, and Facebook, and creating a public Facebook event.
- Use Eventbrite to set up a page for your event. Provide the Eventbrite link on all announcements. People can reserve free tickets to the event and receive details on the event such as: program schedule, parking, what happens in the event of rain, etc. Having a centralized ticketing system allows you to gauge how successful the marketing is, and to generate a mailing list for future events using the list of contact info from ticket reservations.



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- If you have a Facebook page for your Pod or your event, consider running a Facebook ad for a few dollars - you can choose who will see the ad based on interest, age, gender, geographical location, etc.
- Send out an email blast to your interested contacts and ask that they pass it on.
- PPC Regional Managers can send an email to PPC supporters in your area letting them know about your upcoming event. Simply email the following info to your Regional Manager and they will send out the announcement: your Pod's name, the date, time, location, and a short description of the event.

Build A Network

- Ask those involved with your event (Pod members, vendors, speakers, etc.) to promote the event by handing out flyers, sharing on social media, and spreading the word to their contacts - word of mouth is still a great way to market!
- If your event has an entrance fee, offer discounts to Pod members, vendors, speakers, and others involved, including their families or friends for extra incentives; offer reduced prices for children and seniors.
- Partner with local entities like restaurants, medical offices, or gyms who may be interested in sponsoring your event (offering food, swag, space, etc.) in exchange for publicity.
- Invest your time attending, volunteering, and otherwise helping other organizations, individuals and events that will expand your community reach.



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*We welcome your suggestions and ideas!
Please send them to info@plantpurecommunities.org*