



CHECKLIST 27

Marketing Your Event

Make sure you...

- Plan your marketing well in advance. There are lots of ways you can promote your event for little or no cost, but you need to think ahead. Last minute promotions are usually expensive.
- Make use of your own networks first. About 75% of people who attend your event will already have a relationship with your organisation in some way. They may be directly involved as a member, client, volunteer, or supporter, or they could be a friend or family member of someone who is directly involved. Don't waste money on advertising until these people know about your event.
- Tell your own contacts and networks AT LEAST four times about the event, and if a ticket purchase is required, actually give them a call to action. Most people need to be told, reminded and requested, before they make a decision to attend. Make use of your organisations Facebook page and create an 'event' online, include it in your newsletter, use a 'phone tree', send emails, distribute flyers, have a poster on your notice board, and ask people face to face.
- Generate interest by sending **several** press releases in the weeks leading up to your event. This gives people a chance to plan, and creates conversation in the community. Remember most people need to be told, reminded and requested. For more information about Writing a Successful Press Release see *checklist 7 in 'Top 20 Checklists for Community Groups'*
- Contact your local council about signage or billboard regulations. Roadside signs can be a really useful way to generate interest in an event, but you need to play by the rules. If your event is going to be run on an annual basis, consider paying for professional signage that can be used over and over again – just by changing the date.
- Think about who else is MOST likely to attend your event other than your networks. Focus your attention on that target market next. If you're going to do a mail-drop, think about where these people live. If you're going to post flyers, think about where these people visit. Make sure any money you spend is spent with a specific group of people in mind.
- Utilise free printing sites such as www.vistaprint.co.nz . This site allows you to order allsorts of promotional material for free, and you simply pay the shipping costs. It can take up to 3 weeks for your order to be delivered, so you need to plan ahead.
- Design any promotional material carefully. It is one thing to have flyers, billboards and advertisements, but you need to make sure they are effective. For more information on Designing an Advertisement see *checklist 28*

This checklist has been written by Kerri Tilby-Price. Kerri is the author of 'The Seriously Good Guide to Fundraising' and the CEO of Exult Ltd, one of New Zealand's leading training providers for the non-profit sector. Kerri is also the editor of Tonic Magazine – a publication providing practical information and advice for grass-roots community organisations. For more information visit www.exult.co.nz