

PUBLIC IMAGE PRE- EVENT CHECKLIST

Timeline 12 weeks before event

- Create Press Release**
 - a. Who, When, Where, What and Why
 - b. Use template on PI Resources page
- Fundraiser/event - selling tickets**
 - a. Set-up event registration - Club Runner, Jot Form, or Event Brite
 - b. Solicit Sponsors
- Service Project - volunteers wanted**
 - a. Set-up a sign-up form - Jot Form, Survey Monkey or Sign-up Genius
- Create flyer/marketing materials for event**
- Promote on online**
 - a. Post on your website (lead story)
 - b. Add event to your calendar
 - c. Submit event to District calendar, newsletter & social media
 - d. Submit to local online calendar (check your City Chamber page)
- Promote on social media**
 - a. Create a Facebook Event
 - b. Consider boosting your Facebook event post for more exposure
 - c. Share your event to a Facebooks community group
 - d. Share on NextDoor Neighbor
- Email Promotion**
 - a. Send email to District leaders, other Clubs, and community leaders inviting them to your event
- Media Promotion**
 - a. Use your professional press release (2-6 weeks ahead of time)
 - b. See the Media Contact list on PI Resources page and sample email for press release