

### 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**
  - e. Create a Facebook Event
  - f. Consider boosting your Facebook event post for more exposure
  - g. Share your event to a Facebooks community group
  - h. Share on NextDoor Neighbor
- ☐ **Email Promotion**
  - i. 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

