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| 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**
1. Post on your website (lead story)
2. Add event to your calendar
3. 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 Eventb. Consider boosting your Facebook event post for more exposure c. Share your event to a Facebooks community groupd. Share on NextDoor Neighbor * **Email Promotion**
1. Send email to District leaders, other Clubs, and community leaders inviting them to your event
* **Media Promotion**
1. Use your professional press release (2-6 weeks ahead of time)
2. See the Media Contact list on PI Resources page and sample email for press release
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