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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 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**  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 |