

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

