

How to Launch & Promote Programs & Events

CHECKLIST

UPON CREATION

- Add to website & public calendars
- Write event copy
- Design Flyer & marketing graphics for social media
- Pick a few promo photos and write captions

ONE MONTH OUT

- Create FaceBook Event Page
- Email personal invitation and flyer to relevant parties (schools, coaches, clubs)
 - Follow up on this email one week out

TWO WEEKS BEFORE

- Press release in local papers
- Re-post Press Release to blog/website
- Take picture of article and post on Instagram & FaceBook
- Invite personal contacts to FaceBook Event

ONE WEEK BEFORE DEADLINE TO REGISTER

- Share Event to relevant FB Groups (local community pages, parent groups, tennis clubs, etc)
- Pay to promote event on FB – TARGET THE AUDIENCE
- Post on the Event Page in FB to start discussion, answer questions, remind people to register
- Share event on BoD and constituents' personal FB pages
- Invite press to the event
- Follow up on all invitations with a phone call, email, or visit

TWO DAYS BEFORE EVENT

- Share the event on personal FB pages again
- Confirm that press is coming
- Email a welcome to all registered participants
- Post an update to the FB Event Page

EVE OF THE EVENT THROUGH the event

- Create FB & Insta Story – post updates about setting up, pictures of the “stuff,” action shots, etc.
- Go Live at some point on both FB and Instagram

2 DAYS AFTER

- Post “thank you” with pictures and stories on FB
- Write a blog post & submit a Press Release
- Upload all images to a new album on FB and the website