



# Publicizing Events

## The Basics

Once you've selected your date and site it's time for the fun to begin. Advertising is one of the best ways to ensure a successful event. Remember to include any event sponsors, so that they can reap the rewards of advertising too!

### First Steps:

- How big would your ideal event be? If you want a small event, advertise locally. If you want a large party feel, it's best to advertise in a wide variety of places.
- Split the tasks among volunteers. You can advertise for free online using websites, social media, and event calendars.
- Target groups that have a reason to be interested in your event.
- Printing flyers and posting them in businesses throughout the community is a good place to start.

### Flyers and Advertisements:

- Be sure to include graphic elements, photos and logos to make the advertisement more appealing.
- Consider color, if your budget doesn't allow for color printing colored paper is a budget-friendly option.
- What activities does your target audience do? Where do these people spend time? These are the things to consider when thinking about where to advertise.

### Social Media:

- Don't underestimate the power of social media.
- Ask friends to post about your event and invite their friends.
- Keep re-posting!

## Spotlight: NWDA Mixer

At the NWDA Mixer, 120 neighbors joined the NWDA board at the Lucky Lab Beer Hall on NW Quimby for a night of socializing and sharing ideas about the neighborhood. There were informational displays, informative people, free beer and snacks. Two of mayoral hopefuls turned out proving NWDA's enduring allure. A raffle was held featuring environmentally sensitive donations from half a dozen local & regional businesses. The event garnered 75 new members. The NWDA Annual Elections were coming up, and two new candidates declared for the NWDA Board after attending the event.



This event was the culmination of two months of

outreach, attempting to reach renters and younger residents in the neighborhood. Flyers inserted in the Northwest Examiner announced the NWDA Neighborhood Mixer to 4500 in one targeted zip code. The flyers were also hand delivered to apartment buildings throughout the neighborhood. Articles in the body of the NW Examiner (27,000 copies) anticipated the event for two months in advance. The event was heavily advertised on the web and many neighbors rallied together to post the exciting event to various networking sites, and other non-profits in the area.

