

# Promoting events (and your group!)



Below are some tips on promoting events. It has been shown that often a multi-pronged approach is the most successful one!

## Support from the WDM office

- Download a template flyer and e-flyer and adapt it to your event.
- We can print and post flyers to supporters in the area. We can also provide you with mailing labels if you would like to post them yourself.
- We can email supporters in the area on your behalf.
- We can publicise your event in Think Global.

## Places to promote events

- Place an ad or an events listing in your local paper. WDM can help cover the costs for this-get in touch with Sarah or Katharine.
- Contact your local radio station to see if they're interested.
- Faith organisations such as local churches, Quaker meeting houses, synagogues etc
- Schools, colleges and universities
- Local libraries, community and social centres
- Offer to give a five minute announcement at other events, or places like student unions.
- Hold a stall at local fairs and events to promote yours.

## Using the web

- You can find other local campaigning and community groups on the internet and you can email them a copy of the e-flyer.
- You can also post events on websites such as [www.indymedia.org.uk](http://www.indymedia.org.uk), [www.gumtree.co.uk](http://www.gumtree.co.uk), [www.mumsnet.com](http://www.mumsnet.com)
- Universities and colleges usually have student societies that might be interested such as People and Planet. You can also use the internet to find their contact details.

## Other ideas

- Build up a mailing list for your group by collecting people's information at events and stalls. This means you have a lot of people you can get in touch with about events or actions.
- If you collect people's mobile telephone numbers, you can text them about upcoming events.

- Actively seek out food-themed, climate change or development groups to send information about the event. (Eg, Transition Towns, Youth Food Movement, Garden Organic, Permaculture Association, Slow Food UK, Agricultural Christian Fellowship, Friends of the Earth, Jubilee Debt Campaign, Peace & Justice).

## One month before

- Let Katharine or Sarah know about your event so they can send you mailing labels; print and post flyers, or send an email out to supporters in the area on your behalf.
- Put information about the event on your website.
- Email other local campaigning and community groups in your area
- Send an email to your mailing list
- If your group uses Facebook, create a Facebook event and invite people to it. You can also post the event on WDM's main Facebook page.

## One week before

- Place an ad in your local paper
- Contact your local radio station
- If you use Twitter- 'Tweet' about the event. Don't forget to get in touch with WDM's Twitter so we can help promote it too.
- Send a reminder email to your mailing list and any other groups you have contacted

## On the day

Don't forget to take sign up sheets so you can get in touch with people who attended the event.

Make sure you've got a WDM stall where people can sign up to find out more about your group, pick up campaigns materials and sign action cards.

## After the event

- Write a short post about it and put it on your website with a photo. It will keep people updated, but also encourage people to come along to future events.
- Use events to promote your group and future events. For example send a short article to your local paper, 'tweet' on the day or write a guest blog post for WDM's national blog.