

Steps to Marketing Events

Advertising Essentials

- Make certain you have submitted a budget request and received board approval prior to marketing/announcing events
- Allow enough time to effectively market and get the word out. Depending on the event, we recommend at least 2 months prior. The Windblown Witness is one of the best ways so we advise getting 2 full months advertising in the magazine.
- Ask for help with ideas, planning, execution, etc.
- Attend club events prior, make announcement and handout flyers
- Avoid using club jargon/slang/terms that only a select few understand. All details need to be understood by members who may not know inside information.

Create an Advertisement

Develop an advertising flyer to market the event. Flyer can be created in Word, PDF, and tif or gif file format

Include:

- Name, Date, Time, Phone Number and Address of location (optional map)
- Detailed description and agenda of event
- Any graphics or clip art which coincide
- Cost, refund policy, date payment is required (if applicable)
- Type of payment accepts and where to send payment
- Event person contact information i.e. phone number, e-mail, etc.
- Any RSPV requirement if necessary
- Any special requests... bring a toy for the toy drive; bring a dish to share, etc.
- Have someone from outside the club proof read to make sure it covers the essentials and avoid using club jargon/slang/terms that only a select few understand.

How to get the word out

- Make copies of advertisement and handout at other club events
- Send a request and attach the advertisement to **emaster** if you want it spammed to all club members or any selected group of members (chairs, board, etc.) Provide as much direction as possible and allow a few days for the emasters to distribute. emaster@pcasdr.org
- Send a request and attach the advertisement to **webmaster** request it be added to the event calendar. webmaster@pcasdr.org
- Send a request and attach the advertisement to **Windblown Witness** request it be added to the event calendar and place in the magazine. Deadline for submitting is the 10th of the month preceding the month of publication. editor@pcasdr.org