

## **10 best practices for publicizing non-profit events and programs.**

1. In the first 5 minutes of the first planning conversation, identify the person who will be responsible for promotion.
2. Have a simple, repeatable routine and put it in writing.
  - Where you'll promote (social media, local publications, calendars)
  - When you'll promote (well before, just before, during, after)
  - All access credentials as needed.
3. Know the deadlines for each media outlet.
4. Have a good photo in-hand and ready to go. Include the photo with EVERYTHING.
  - Not words/flyer
  - Not scraped from the internet - that can be costly. Best if you take it yourself.
  - Something with a major center of focus, close-up, nice color and relevant.
5. Begin with a basic calendar announcement: Who, what, when, where and why.
6. Develop story hooks for further advance promotion.
  - Specific aspects of the event
  - Impact/result/importance of the event
  - Don't tell; show - by personalizing the event/program to a single person who experienced it.
7. Share generously - and make it easy for others.
8. Tailor promotional stories to the medium.
  - Instagram – photos
  - Facebook - text & photos
  - TikTok/Video – videos
  - Publications - the right number of words and an image
9. Keep it short - even the longer stuff.
10. Resist the temptation to say everything.
11. **Bonus: Start sooner**

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