

30-60-90 Day Event Marking Plan



90 DAYS PRIOR TO EVENT

- Create graphics for social media for event
- Post event calendar on website and Facebook
- Pitch to get a featured article story in a local magazine or newspaper
- Distribute press release to local media outlets
- Secure a TV and/or radio interview
- Post your event on every local online event calendar
- Promote this event to local Bloggers and try to engage them to Blog about your event
- Engage all your social media channels—focus on what’s in it for the reader
- Begin a social media campaign via Facebook, Twitter, Instagram and LinkedIn - remember to always include the event registration link.
- Blog about it and post on Social Media

Media loves non-profit events and information.

60 DAYS PRIOR TO EVENT

- Continue PR initiatives
- Continue social media campaign and increase activity - remember to always include the event registration link.
- Custom promotional email to your list.
- Schedule and conduct your follow-up calls with prospective attendees

- Continue to attend events and functions as possible to initiative personal invitations. Have a postcard to give out at attending events.

30 DAYS PRIOR TO EVENT

- Initiate email event invitations to your past attendees list
- Continue PR initiatives
- Continue social media campaign and increase activity - remember event registration link.
- Make calls each week leading up to the event to invite past people
- Connect with registered event attendees as a thank you and reminder via email marketing
- Continue to attend events and functions as possible to initiative personal invitations. Have a postcard to give out at attending events.
- Blog about it and post on Social Media

TWO WEEKS PRIOR TO EVENT

- Continue PR initiatives - build until the last minute!
- Continue social media campaign and increase activity - remember to always include the event registration link.
- Connect with registered event attendees via email marketing as a reminder
- Continue to attend as many events and functions as possible to initiative personal invitations. Have a postcard to give out at attending events.
- Follow-up! This is vital. Call master list to confirm receipt of your email invitation and to build excitement for the event.

ONE WEEK PRIOR TO EVENT

- Continue PR initiatives. Secure any last minute media/PR interviews

- Continue social media campaign and increase activity. Create urgency around registration.
- Continue to attend as many events and functions as possible to initiative personal invitations.
- Follow-up! Call master list to confirm receipt of your email invitation, if they can't attend ask for a donation

THREE DAYS PRIOR TO EVENT

- Secure any last minute media/PR interviews
- Continue social media campaign and increase activity - remember to always include the event registration link. Create urgency around registration.
- Send out email reminder to all attendees

ONE DAY PRIOR TO EVENT

- Send out email reminder to all attendees