

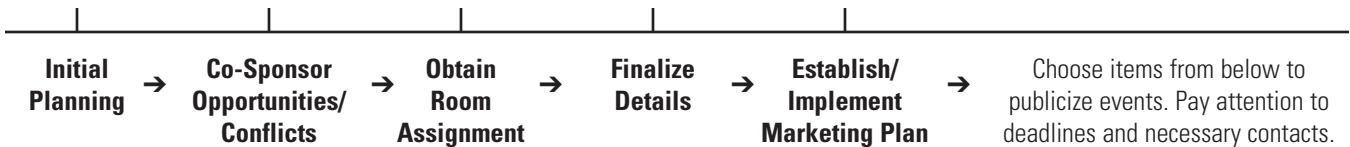


Event _____
 Date _____
 Sponsor(s) _____

EVENT MARKETING CHECKLIST

When planning an event for open participation, marketing is an important tool in communicating your plans to others. Please use this checklist as a guideline for publicity. Not all events will require everything, but use your judgment and determine what is necessary to reach your intended audience. And remember that **word-of-mouth goes a long way towards building excitement!**

- Initial Planning** Establish the who, what, when, where, how much, etc. Include details in your outline.
- Co-Sponsor/Conflict** Check with Program Council for possible co-sponsorship or conflict. If event is co-sponsored, include member(s) from other committee(s) in planning.
- Room Assignment** Work with the Office Administrator to get room assignment(s) and to be included on master calendar. The earlier the better.
- Finalize Details** Answer questions like:
 - What is the intended audience (kids, adults, affinity group, etc.)?
 - Is the event child, family, and/or adult friendly?
 - Is childcare provided?
 - Is food/snacks included or should participants bring bag lunch, dessert, etc?
 - Have you covered food issues like allergies (peanut, wheat, etc.) and vegetarian vs. traditional?
 - Is alcohol served or permitted? Check with Church Office for requirements regarding alcohol.
 - Is there a fee for the event? Are children covered for a reduced rate?



- Flyers** (full page or half page). Include pertinent information (sponsor, event, date, time, location, cost, audience, contact info) as well as some 'highlight' copy. Use graphics that reproduce well on copiers. Please inform the Office Administrator before using the copier. Print an appropriate quantity.
- Poster(s)** Include same info as flyer. Determine quantity. Identify high-profile area(s), such as community bulletin boards at restaurants, book stores, colleges, etc. Make sure you have personnel to do the postings and 'unpostings' after event. If posting at church, make sure you check with the Office Administrator beforehand.
- UU News** Submit article to buckj@gtcc.cc.nc.us or pbuck@triad.rr.com or place disk or hard copy in the Communications mailbox at church. Include details along with copy of flyer or photograph if available. Deadline is second Tuesday of each month.
- UU Announcements** Submit event information in a brief format, 50 words or less, to uucgmessage@aol.com. Announcements are usually posted on Mondays.
- UUCG Forum** yahoo group. Post event information/invitation to the discussion group. If not a member, send message to uucgmessage@aol.com for posting. Make sure you put For UUCG Forum in subject line.
- Order of Service** Submit brief event information to be included in the printed bulletin. Contact the church office by Wednesday before the Sunday in which the information is to be included.
- Order of Service Insert** Inserts should be half-page in size. The Office Administrator will give you the quantity to print. Submit copies to the Office Administrator by the Wednesday before the Sunday in which the insert is to be included.
- Pulpit Announcement** Submit your event information to the service leader before the service.
- UUCG Web Site** Submit event information to the Web master at uucgmessage@aol.com, making sure you put FOR WEB in the subject line. Lead times vary.
- Outside Advertising on Public Media** (radio, TV, papers, etc.) Submit event information to the Communications Committee at buckj@gtcc.cc.nc.us or pbuck@triad.rr.com. Depending upon timing and content, various media outlets will be contacted. Minimum lead time is six weeks.