

Tips for Marketing your SD350 Events/Activations

1. The event details must be finalized before you can request support from the SD350 Marketing Team. Work with your team internally to define the objective of your event/activation and create an overview of what it is. Be sure to come to an agreement on the following:
 - a. Goal: what's the purpose?
 - b. Success: What does it look like and how you will measure it?
 - c. Title
 - d. Overview: be sure to include any details (e.g. dates/times, location, names of speakers, etc.)
 - e. Designate a liaison from your team to handle marketing coordination
 - i. We suggest this always be the same person if possible
2. You can request support from the SD350 Marketing Team, by [submitting a request here](#):
 - a. The Marketing Team will help promote the event/activation via email/flyers/social media BUT your team will still need to help amplify it through grassroots outreach
 - i. It's also your responsibility to market your events and activations - email and social alone typically won't drive enough registrations, that's what we recommend personal outreach
 - ii. Contact Jaidacyn (jaidacyn@sandiego350.org) with any questions
 - b. Request or create the event on the SD350 website (via Civi database) and set live for registration
 - i. Peter can support Policy Team (and sub-committees) with event creation
 - ii. Paloma Cuatenango can support other teams
3. Promote your event by taking the following actions:
 - a. Ask team members to invite/alert their personal contact via email, phone, text, and in-person
 - b. Ask team members to post information about the event on their personal social media accounts
 - i. The Marketing Team will provide marketing copy and a graphic image (if a request is submitted with enough notice, preferably at least two weeks in advance)
 - c. Email team leaders to encourage them to share with their teams
 - i. You can also ask them to notify partner organizations with whom they have contacts

- ii. Be sure to provide an overview of the event for them to share
- d. Notify appropriate partner organizations