

KIDS OUT LOUD! Mini-Marketing Plan

MESSAGING TIPS:

Including these important elements in all of your communications will help to make your marketing compelling:

1. WHY this is important—what will this event accomplish? Why should people make attending the event a priority? How can it lead to change?
2. Why you're personally invested in this event and creating change—share your story around child care.
3. Your vision for a better future—think big!

One month before event:

FACEBOOK:

- Make a Facebook event for your flash mob and invite everyone you know in Vermont. Ask your friends to share the event in their newsfeeds and invite their friends!
- Re-share the event in your newsfeed once a week leading up to the event.

EMAIL:

- Not everyone is on Facebook, so also send out an evite/email to your Vermont contacts letting them know about the event.
- Email your legislators from the **LGK Legislator Dashboard** to invite them to attend!

FLYER:

- Print out the **flyer template** from the toolkit, write in the details for your event (date, location, time, contact information), make a lot of copies, and post it on every community board you can think of, including libraries, grocery stores, community centers ...
- Ask your local child care providers to share the flyer with their parents.
- Ask your local school to send the flyer home with students.

One week before event:

FACEBOOK:

Re-share your Facebook event in your newsfeed.

Write a post about how you can't wait for the event, including a short description of the event, plus the date, location and time.

EMAIL:

Send one more email to your contacts reminding them of the event in case they missed the first email.

PRESS:

Use the **Media Advisory template** from the toolkit to let the press know about your event. Copy and paste the language in the template into a Word document, inserting the specific details about your event. Make a list of your local media outlets and find their email addresses on their websites. Compose a separate email to each outlet, copying and pasting your Media Advisory content into the email body. You can also attach the Media Advisory Word document. Use the subject line: *Media Advisory: Community Flash Mob for Kids!* Sending the advisory will effectively invite reporters to attend the event and write a story about it.

One day before event:

FACEBOOK:

One last post!

PRESS:

Re-send the same Media Advisory to your local media outlets as reminder. Often, reporters make decisions about what they'll attend last minute, based on other breaking news.

After the event:

- Be sure to share photos of the day on your Facebook/Instagram page! Write a post in your Facebook event thanking everyone for coming out and helping to create an inspiring day for Vermont children.
- If any of your legislators attended, send them an email thanking them for making Vermont kids a priority!