

Tips for Promoting Your Event

Promoting your bike drive will help increase its exposure and will help raise attendance and donations. This is an opportunity for you to shape the general public's impression of your event.

The first step – who is your audience?

- Who do you want to attend your event?
- Are you addressing individuals or larger organizations? How will the communication differ between the two?
- Are the people you are reaching out to familiar with your group or organization or will they be complete strangers?

Answering these questions will help you determine the images and text needed in promoting the event – as well as where to promote it.

When publicizing an event that will benefit Pedal Power we ask that you keep the following in mind:

- Inform the audience of the organization's basic mission
- Provide the organization's contact information for further information
- Mention why bikes are being collected and where they will go – why should people donate?

The media is an invaluable resource that allows Pedal Power to share our mission with the community as well as inform the community about organizations like yours who generously contribute to that mission. We encourage event organizers interested in media coverage to contact their local press when they would like media exposure prior to an event. Please have publicity material approved by the organization prior to distribution.

Always be sure to do the following:

- Date, time, location of your event
- Information about the hosting organization as well as information about Pedal Power and the mission

- ALWAYS list a contact person and various methods of contact for the media to get in touch regarding the event
- Distribute materials 2-3 weeks prior to the event, but don't forget to follow up 1-2 days prior to your event.
- Let the media know if there will be a good photo opportunity
- Conclude all press items with the Pedal Power mission statement

Please see the samples included in this kit for examples of previously used Pedal Power media materials.