ACF Community: Event promotion checklist

This checklist is designed to help ACF Community Groups plan and promote events that are well-organised, strategic, and impactful! Your community organiser will be able to help you where needed.

Maybe we've missed something? Let us know of a promotional avenue you use successfully, and we'll add it to the table!

Promotion method	**Who are you targeting?**	**Timeframes required/additional considerations**
Event page on Supporter Base	Anyone who searches events on ACF website	Create your event page as soon as you have the basic details – **ideally +1 month prior to your event.** Remember you can always modify the details to your event on Supporter Base as they are updated e.g. special guests or activities are confirmed.
Email from 'ACF HQ'	ACF supporters in your area (not on your Supporter Base list)	**+1 month before the event:** Please let your organiser know that you want a widescale email sent out. You should let them know as soon as you have the date & details confirmed. These should be **sent 3 weeks prior to your event**, with a **follow up email 1 week prior** to your event.
Email via SupporterBase Text message via SupporterBase	ACF supporters connected to your community group (on Supporter Base already)	Email invite should be **sent at least 2-3 weeks before your event.** We recommend making your email seem visually interesting, and putting a bit more detail in. Include: • WHY you're doing the event, • WHO will be there, • ACF colours, and • some pictures/photos too. **Text message invites can also be sent 2-3 weeks prior** (optional – these are expensive to send to a large audience) Keep text message SHORT with only the basic details, and a link to the event page. Instead of a full URL to your event page, make a shortened link using the free service https://bitly.com/

Ally promotion	People outside of ACF	**As soon as possible:** Ask any of the following to promote your event or partner with you for the event. This may be putting up a poster on a noticeboard, allowing you to stick up a poster in a shop window, or leave some flyers by the till. It could also mean they help you plan and run the event, provide resources (like the space), provide prizes if relevant, etc, or it could also mean that they promote the events to their email lists/community newsletters. You could reach out to: - Ally organisations – groups doing similar work, eg Asian Australians for Climate Solutions etc - Local cafes and supermarkets - Local environment hubs/community hubs - Relevant local businesses - 'Information centres' - Local pollies (councillors/state MPs/federal MPs) - Local libraries Make this an event in and of itself! Gather a team of 4-5 volunteers. Print out A5 black and white flyers (very cheap!) or colour posters about the event and handout to the local groups or business mentioned above. Most councils will also have an online platform for community groups to advertise their events – use these!
Paid social media advertising	People outside of ACF	**The ACF comms team needs 4 week's notice for online advertising.** Ask your organiser for this. ACF has some budget for social media advertising, but not a great deal, so we generally will only advertise events that are aligned with the strategic goals of the organisation, and that would benefit from maximising turnout (i.e. an MP is going, or it's a public demonstration of support etc).
Organic social media advertising	People outside of ACF	You can do this as soon as your event page and event details are confirmed - **ideally at least 2-3 weeks before your event.**

		Create a social media tile using Canva (your organiser can give you access to ACF templates) and ask group members to share on any local community groups they are part of. If you're not members of any local community groups, join them and share the content! There are so many community groups for different suburbs, interests, etc.
Peer-to-peer (P2P) texting	ACF supporters in your area (not on your Supporter Base list)	Different from a single SMS blast to your list. This P2P campaign will allow you to invite ACF supporters in your area who are on the ACF mailing list. You can use the Callhub app/website to log in, send SMS then chat with anyone who replies using pre-saved messages, or writing your own. Then RSVP them to your event straight away! **Do this 1-2 weeks before your event if you want to boost RSVPs.** Your organiser can set up this P2P campaign and teach you how to use it in about 30 mins over Zoom. You'll need a team of 2 – 5 volunteers, depending on the size of the list. Log back in frequently over the next few days to reply to people as their answers come in.
Reminder calls, emails and/or texts	RSVPs	**Send a reminder text the day before the event and the morning of the event** If you have capacity, call RSVPs. Try to assign this role when planning the event, not at the last minute! **Send a reminder email just to RSVPs via Supporter Base the day before the event.**

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