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## Tips for Promoting Your Event

Promoting your bike drive helps to attract more people to your event, growing the potential donation numbers and raising public awareness of your organization or congregation.

### 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. Facebook groups and organization pages, Instagram, and local news publications are great spaces to promote your event. Depending on the type of event, posting flyers on community boards in schools, churches, grocery stores, coffee shops, and other neighborhood locations might also be beneficial.

### When publicizing an event that will benefit Working Bikes we ask that you keep the following in mind:

- Inform the audience of the organization's basic mission, which is included below.
- Provide the organization's contact information for further information (see document header)
- Mention why bikes are being collected and where they will go – why should people donate?

The media is an invaluable resource that allows Working Bikes to share our mission with a large audience as well as inform the community about organizations like yours who generously contribute to the work we do. 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 Working Bikes prior to distribution.

### Always be sure to include the following:

- Date, time, location of your event in all promotions and printings
- Information about the hosting organization as well as information about Working Bikes 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 Working Bikes mission statement:

*Working Bikes rescues donated bicycles and gives them new life by redistributing them as tools of empowerment in local and global communities.*