

Tips for Promoting Your Event



You've organised an event in the lead up to this election, but you're not quite sure how to go about promoting it.

No worries! Getting the word out and inviting people along is an integral step in putting together a great event so read on for some handy tips.

Set the right RSVP target

A useful rule of organising is that only about a third to half of all the people who RSVP will attend, so it's good to have a more ambitious RSVP target than your capacity. For instance, if you want to have 30 people turn up at your event you might aim for 45-60 RSVPs.

Invitations

You could send out invitations via email, text message, Facebook, drop invites in letterboxes, or even send out paper invitations. And don't underestimate the power of picking up the phone. Right after face-to-face conversation, a phone call is the most effective way to connect with someone and invite them along.

Always include these details in your invitation

- Name of the event
- The purpose of the event and what they can expect
- The date and time
- Location and directions
- An encouragement to RSVP, and how to do it

Timing

If your event is small and intimate, you may only need to give your friends and family a week or so notice. If your event is bigger and public, it might be wise to start inviting people 3 weeks in advance.

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Follow Up

95% of organising a successful event is following up with people coming along, and it's the key to getting people to your event. Sending out an email or Facebook message to everyone you know is a great start, but make sure you follow up personally. Confirm that people have received your invitation and remind them to RSVP. A few days before your event, send another email or message to remind them of the details.

Reaching out to friends and family

The first thing you should do is invite your friends, family, neighbors, and colleagues, and tell them to invite their networks too. But how should invite the rest of the community?

Flyer your suburb: Make a simple, no-frills flyer on the computer or by hand, then print it out a hundred or so times. Post your flyer in community centers, cafes, and local stores.

Invite local groups & organisations: Depending on the type of event you're organising, you might reach out to relevant local groups like environmental groups, community groups, parents' groups, local businesses, faith-based organisations, and many others. Invite them to come along and to extend the invitation their memberships and clients.

Public service announcements: Some local radio stations will happily do an announcement for a large, upcoming public event. Look up your local station and give them a call!

Let GetUp know!

Your event has the power to inspire members all over the country to do the same. Email your photos and stories to takeaction@getup.org.au. Include your full name and electorate so GetUp can share your efforts with the rest of our community.

*Adapted from 'Tips for event outreach' by Move to Amend.
Available at: <https://movetoamend.org/tips-event-outreach>.*

