

# ASK AN EXPERT

## How can I best get the word out about our fundraising event?

Your club is planning a fun and effective fundraising event. Now it's your job to get the word out so community members will attend. That takes a bit of planning and creativity, but Kiwanis International has a lot of resources to help. Here are some tips to get you started:

- 1 Develop key messages.** Whatever you are promoting, there are a few simple, memorable statements that you want people to understand about your event. People need to know what your club stands for, as well as the goal of the fundraiser. Focus on the beneficiary of your event and how your club is making a difference. Go for the heart strings!
- 2 Build a PR schedule.** Start promoting your event at least two months before it occurs. Make a schedule for social media posts, news releases for traditional media outlets and good old-fashioned formats like fliers and posters.  
  
>> **HERE'S A PRO TIP:** Don't wait until the last minute to contact the local newspaper or TV station. They have a lot to cover and fewer resources than in the past.
- 3 Create a public Facebook event.** This is an easy way to spread the word — it will even send reminders about when your event is happening. Write a clear description, use an eye-catching photo and pin the post to the top of your club's Facebook page. And make sure kids are well-represented on your event page! It helps people remember what it's all about.
- 4 Keep your website up to date.** Make sure details about your event are relevant and easy to find. Download ready-to-use Kids Need Kiwanis materials at [kiwanis.org/brand](https://www.kiwanis.org/brand).
- 5 Make it easy.** No matter how you promote your event, make sure the time, date, place and contact information is easy to find and correct. And most importantly — make it clear what you're raising money for.



- 6 **Pitch to traditional media.** A fundraising event for children — or an event where children themselves are involved — is more likely to receive media coverage than a story about a meeting or party. When writing a news release, keep the focus on who the donations will help. Information about your club can come later.

>> **HERE'S A PRO TIP:** Media outlets prefer to get information in an email, not through the mail or by phone.

- 7 **Get partners' help.** If your event is raising money to fund a Kiwanis project with a local organization, such as Boys & Girls Club, make sure that partner is also promoting the event.

You can find even more tips and tools for working with the media and promoting your events at [kiwanis.org/media-relations](https://www.kiwanis.org/media-relations).

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