MARKETING PROMO PLANNING

THE ADVENTURE ELEMENT

SOCIAL MEDIA	TIME FROM EVENT DATE							
	12 months	9 months	6 months	3 months	1 month	1 week	Event Day	Post Event
Create social media post content plan - up to and after event day	■							
Key participant / fundraising stories include in content plan: capture content, interview, share before, during and after event		■	■	■	■		■	■
Create social media post content plan for event day				■				
Update profile pages - image, description text, links, hashtags		■						
Create FB event		■						
Save the date' post - event launch		■						
Update Instagram Story Highlights - show event specific stories		■	■	■	■	■		■
Countdown' posts - X weeks / months to go, how to support & donate, event overview, enter the event		■	■	■	■	■		
Event partner / sponsor joint campaign		■		■				
Countdown' posts - final chance to enter, X weeks / months to go, how to support & donate, event overview				■	■			
Final reminder - event info, location and date, good luck to participants, how to support & donate					■	■		
Event day posts							■	
Post event: thank you, how to still donate								■
Post event: highlights, fundraising total, participant images and stories, next year's event								■

MARKETING PROMO PLANNING

THE ADVENTURE ELEMENT

	12 months	9 months	6 months	3 months	1 month	1 week	Event Day	Post Event
TIME FROM EVENT DATE								
WEBSITE								
Launch dedicated event web page		■						
Links to blogs, videos, donation pages, 'how to' guides, FAQs, fundraising resources...		■		■				
Test event partner / sponsor logos and link work		■						
Test participant journey to event page and through sign up to ensure it works		■						
Check and double check all links work		■						
Countdown' message - final chance to enter, X weeks / months to go, how to support & donate, event overview				■				
Final reminder - event info, location and date, good luck to participants, how to support & donate						■		
Post event: thank you, how to still support & donate								■
Post event: fundraising total, how to donate, next year's event								■
NEWSLETTER								
Compile media list - local to charity and local to event location		■						
Create media content and comms plan / calendar			■					
Contact media / press release - save the date, event launch			■					
Countdown' - X weeks / months to go, event overview, how people can support & donate, how to enter the event, why enter the event				■				
Countdown' - X weeks / months to go, event overview, participant stories of interest, fundraising progression, how to support & donate, last chance to enter the event, why enter the event								■

MARKETING PROMO PLANNING

	TIME FROM EVENT DATE							
MEDIA	12 months	9 months	6 months	3 months	1 month	1 week	Event Day	Post Event
Compile media list - local to charity and local to event location	■							
Create media content and comms plan / calendar	■							
Contact media / press release - save the date, event launch		■						
Countdown' - X weeks / months to go, event overview, how people can support & donate, how to enter the event, why enter the event			■					
Countdown' - X weeks / months to go, event overview, participant stories of interest, fundraising progression, how to support & donate, last chance to enter the event, why enter the event				■				
Post event: thank you, event highlights, fundraising total, participant stories, how to support & donate, next year's event								■
CONTENT / BLOGS								
Create content & blogs plan / calendar	■							
PROMOTIONAL MATERIAL								
Create event promo material requirements plan / calendar	■							
Create promo / brand pack for participants to support their promotion of event	■							
Create promo / brand pack for media, partners, sponsors, participants	■							
Charity info, how to continue support and donate, spread awareness - for event day				■				
Next years event reminder, or other events - event day				■				
Create feedback surveys - to be sent to participants and partners / sponsors after the event				■				

MARKETING PROMO PLANNING

THE ADVENTURE ELEMENT

	TIME FROM EVENT DATE							
SPONSORS / PARTNERS	12 months	9 months	6 months	3 months	1 month	1 week	Event Day	Post Event
Compile potential sponsors / partner list - local to charity and local to event location	■							
Create comms plan / calendar	■							
Contact potential sponsors / partners - save the date, event launch	■							
Post event: thank you, event highlights, fundraising total, participant stories, how to support & donate, next year's event								■
Post event: send feedback survey								■
PARTICIPANT COMMS								
Create participant content comms plan / calendar	■							
Save the date' - to family & friends to encourage support			■					
Countdown' - fundraising reminder, fundraising efforts so far, contact for support and info		■	■	■				
Send promo / brand pack to support their promotion of event and help fundraise		■	■	■				
Send event guide and timings for online briefing				■				
Final reminder - event info, fundraising					■	■		
Post event: thank you, fundraising, how to continue support & donate								■
Post event: highlights, fundraising total, participant images and stories, next years event								■
Gather feedback - send survey								■