THE ADVENTURE ELEMENT

SOCIAL MEDIA

WHAT TO INCLUDE IN YOUR POST PLANS

- Monthly themes
- Date of posts
- Channels to use
- Outline of post content, images, type of post
- Paid or organic posts
- Joint campaigns, collab posts with partners / sponsors
- Participant / fundraising stories to highlight and share, before, during and after event
- Person responsible on event day for capturing content / posting

EVENT AND BRAND SPECIFIC HASHTAGS

- Select 3-5 brand and event specific hashtags
- Share with sponsors, partners and participants

SOCIAL MEDIA HANDLES

- Compile a list of all relevant handles so you can tag people into your event posts: sponsors, partners, organisations you have links with, relevant supporters of your charity
- Share your social media handles with all relevant partners, sponsors, participants etc. and ask people to tag you in their posts.
- Tag as many relevant users, companies, suppliers as possible.
- Tag location on posts where relevant.
- Don't forget to tag The Adventure Element

UPDATE PROFILE PAGES

- Update with event specific images, description text, links, hashtags etc.
- Keep Instagram Story Highlights updated with Stories relevant to event
- Post Instagram/Facebook Stories regularly

SHARE YOUR PLANS:

Share relevant parts of your plans with sponsors or partners to enable joint promotion and sharing of posts

- Review and utilise social stats / analytics
- Share videos frequently to boost audience engagement

MARKETING / PROMO

WEBSITE

DEDICATED EVENT WEB PAGE - WHAT TO INCLUDE

- All event details: dates, activities, teams, location, costs, fundraising, supportOverview of charity's work, impact of event and its fundraising
- Why people should enter
- Links to enter
- Past event photos, quotes, links to videos, blogs, press coverage (*if relevant*)
- Sponsor / partner logos and links

POST EVENT UPDATE - WHAT TO INCLUDE

- Fundraising total
- How to still donate
- Pictures, quotes, videos from event
- Details of next year's event (*if relevant*)
- Feedback survey

DON'T FORGET

- Check, and double check, all links work
- Check all event partner / sponsor logos and links work
- Test participant journey to event page and through sign up to ensure it works
- Make URLs as concise as possible to help with usability
- Review and utilise website stats / analytics

NEWSLETTER

WHAT TO INCLUDE IN YOUR NEWSLETTER CONTENT PLANS

- Monthly themes
- Dates to send out newsletters
- Which audiences: participants, sponsors, partners, media etc.
- Outline of content, images
- Joint campaigns with partners / sponsors

DON'T FORGET

- Create newsletter for participants, sponsors or partners to send to their contacts
- Utilise AB testing
- Review and utilise newsletter stats

MEDIA

COMPILE A MEDIA LIST

- Could include contacts within TV, radio, print press, digital, social, influencers
- Media could be local to your charity, local to the event location, links or interest to your charity and its work

WHAT TO INCLUDE IN YOUR MEDIA COMMS PLANS

- Monthly themes (consider national days and timeline that participants will need to begin preparation)
- Dates to send out comms
- Media to send to
- Outline of content, images
- Comms type: press release, advertorial, podcast, interview, video, guest article

MEDIA RELATIONSHIPS

- Consistent communication from event launch to event day, to post event thank you
- Offer key media interviews or exclusive coverage
- Invite key media to the event itself, or to take part in the event

CONTENT / BLOGS

WHAT TO INCLUDE IN A CONTENT PLAN

- Monthly themes
- Dates (submission and production)
- Relevant for which audiences: participants, sponsors, partners, media etc.
- Type of content, outline and images
- Where content might be used
- Who will write, or contribute (internal, external, guest writer)

DON'T FORGET

- FAQs: include useful content based around FAQs
- Share your plans: share relevant parts of your plans with sponsors, partners or participants to enable joint promotion and sharing of content and coverage
- Plan for next year: consider gathering content that will help promote future events

THE
ADVENTURE
ELEMENT

PROMOTIONAL MATERIAL

WHAT TO INCLUDE IN A PROMOTIONAL MATERIAL PLAN

○ Dates (creation, production and distribution)

○ Relevant for which audiences: participants, sponsors, partners, media etc.

○ Type of material (digital, print, video etc.), outline and images

○ Where material might be used, how will it be distributed

○ Who will write, or contribute (internal, external, guest writer)

WHAT COULD EVENT DAY SPECIFIC MATERIAL INCLUDE

○ Charity contact details

○ Overview of the charity and its work

○ How people can donate - members of the public

○ Future, or other, events

THINGS TO CONSIDER

○ Consider using QR codes on printed material for easy access to information

○ Create feedback survey for sponsors / partners, participants

WHAT MIGHT EVENT PROMO / BRAND PACKS INCLUDE

(for sponsors, partners, media, participants)

○ Charity and any partner, or sponsor logos

○ Charity and any partner, or sponsor social media handles

○ Relevant social media hashtags

○ Charity contacts

○ Overview of charity and its work, what fundraising achieves and its impact

○ Fundraising ideas and suggestions

○ Relevant event and charity links

○ Suggested promotional overview text, with images that can be shared

○ Key, relevant parts of social and comms plan

○ Suggested social media post text with formatted images that can be used

○ Email signature example text and images

○ Relevant QR codes to share

MARKETING / PROMO

SPONSORS / PARTNERS

COMPILE A POTENTIAL SPONSOR / PARTNER LIST

- Could include a company, community organisation, school, event relevant equipment, clothing or activity brand, existing partnership, other event or charity…
- Companies could be local to your charity, local to the event location, links or interest to your charity and its work

WHAT TO INCLUDE IN YOUR COMMS PLANS

- Monthly themes
- Dates to send out comms
- Outline of comms, content, images
- Partner / sponsor to send to
- Comms type: call, face-to-face meeting, joint campaign, social collab campaign, podcast, interview, guest article

SPONSOR / PARTNER RELATIONSHIPS

- Consistent communication from event launch to event day, to post event thank you
- Work together to promote charity, event, partnership
- Invite key sponsors / partners to the event itself, or to take part in the event
- What event branding is required / provided, their expectations and requirements

WHAT MIGHT FEEDBACK SURVEY AFTER EVENT INCLUDE

- Feedback on the event itself
- Their role as sponsor / partner
- Relationship and comms with yourselves
- Have their requirements been met
- Potential for continuing support next year

PARTICIPANT COMMS

WHAT TO INCLUDE IN A PARTICIPANT COMMS PLAN

- Dates to send out comms
- Outline of comms, content and images
- Comms type: print, digital, online, call
- Priority of communication: information, action required, important, urgent
- Countdown, milestone and deadline dates

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THINGS TO CONSIDER

- Confirm photo consent, are participants happy to be photographed on event day and images used for promotional purposed
- Encourage them to follow you on social channels to stay up to date with updates
- Participant stories: does anyone have an interesting story to share: reasons for supporting your charity, why they are doing the event, their team members, follow their training, their event day experience, follow up post event

WHAT MIGHT FEEDBACK SURVEY AFTER EVENT INCLUDE

- Booking process
- Communications and information supplied relating to the event
- Fundraising
- Feedback on the event itself
- Event day enjoyment and organisation
- Location, accessibility, facilities
- How hard was the event
- Have their expectations been met, or exceeded
- Potential for continuing support of your charity
- Potential to enter the event, or similar, next year