

8. Communication plan for an event

The tool and an example of a promotional plan

To plan your communication campaign for an event you could start by using the Story Canvas developed by Digital Storytellers (Australia). In the following template, we summarized for you the main steps and questions you need to answer to, in order to fill out the canvas for your fundraising special event or for your fundraising campaign. You can learn more about how to use the Story Canvas here: <https://www.digitalstorytellers.com.au/the-story-canvas/>

PURPOSE: Why this story / these stories need to be told? Why people should care about it?				
3. Audience <i>Primary</i> - take action <i>Secondary</i> - hear your story <ul style="list-style-type: none"> • Profile • React (emotions) • Impact 	5. Key messages (3 things you want your audience to remember about the problem & solution; and why now?)	Story Concept Structure Type of story (explainer, vision, personal story, etc.)	4. People & Places (who & where) <i>People</i> - relevant for you and the audience; how do you reach them <i>Places</i> - relevant for people, for the story, for the “challenge” people had to take	8. Campaign (how will you get your story out there? Create it <i>before</i> the story) <ul style="list-style-type: none"> - Delivery channels (online / offline) - Promotion channels - Supporters - Partners / partnerships - Most important moments
	6. Call to action (what do you want your audience to do?) Ex.: share the message to others, challenge themselves, sign a petition, protest etc.)		7. Style & Tone (Look & Feel); connected to the emotions / reaction you want to get) Colors, music, language, time of day, font, pace of story etc.	
1. Outcomes (raising awareness, shifts in perceptions, policy change, etc.)		2. Indicators (SMART)		

Once you have gone through the process, and you defined your outcomes, key messages, audience, call to action and the campaign steps, you can work on a promotional plan to be sent to the sponsors of your fundraising event or of your fundraising campaign that could take the below format. We filled out some of the rows to make it easier to understand how the plan could be done. Be aware that these are only some of the promotion activities, only examples, not a full promotion plan.

Promotion plan for XXX event - April 3rd 2018

Pre-event promotion activities

Action	Channel	Key messages	Target audience	When	Other info
Save the date email	Email	Save the date of the event, mention the name of the main sponsor	300 young and experienced entrepreneurs, from the warm list of the organization	26.02-01.03.2018	Get the ok on the message from the main sponsor.
Invitation to the event email	Email	Invitation to the event, teaser, mention the name of the main sponsor	300 young and experienced entrepreneurs, from the warm list of the organization	12.03-18.03.2018	Get the ok on the message from the main sponsor.
Social media ad	Facebook page & Instagram account of the organization	Event ad, mention the main of the sponsor	Over 5000 people from our city area, 25-45 years old	02.03.-25.03.2018	Get the ok of the main sponsor on the ad.
Agenda of the event email	Email	Send the agenda of the event, mention the name of the main sponsor	80-100 young and experienced entrepreneurs who confirmed their participation in the event	02.04.2018	Confirm the agenda with the partners and the main sponsor.

During the event - promotion activities

Action	Channel	Key messages	Target audience	When	Other info
Facebook & Instagram post, with check in at the location event	Facebook page & Instagram account of the organization	The event is ready to start, photo with the visual of the event projected into the room, number of entrepreneurs waited there, the contribution of the main sponsor and host	Over 4000 followers of the social media channels of the organization	03.04.2018, 10-15 min. before the event starts	Check with the main sponsor if we should boost the post.
Facebook & Instagram post, with check in at the location event	Facebook page & Instagram account of the organization	Quote from the speech of the representative of the main sponsor of the event, the goal of the event, the number of entrepreneurs in the room, photo with the company's representative during the speech	Over 4000 followers of the social media channels of the organization	03.04.2018, during the speech of the company's representative	Check with the main sponsor if we should boost the post.

Post-event /follow-up promotion activities

Action	Channel	Key messages	Target audience	When	Other info
Thank you email	Email	Thank you for participation, results of the fundraising event, remind how the money is used, promise a full report; mention the name of the main sponsor and include a photo album from the event (a link)	80-100 young and experienced entrepreneurs who participated in the event	04.04.2018	
News/blog post	The organization's website	Summary of the event, results, photos, thank you and plan to use the money raised.	1000 monthly users of the website	04.04.2018	

How to use the promotional plan?

Using the promotional plan for a fundraising special event will help your organization:

To think in a systematic way to all the promotional activities you can and you should do, in order to provide the highest and most impactful coverage of the event and reach your sponsors' marketing objectives;

To plan and prepare your communication content in advance, analyze the information and resources you need (text, quotes, photos, design services, ads, approvals from sponsors, etc.), and plan for these, so that the promotion activities will run smoothly before, during and after the event;

To show your sponsors that you know what you are doing when it comes to promotion, that you know your target audience and the reach you can get for your messages;

To get sponsors' approval and input in time for the content and for the communication channels you plan to use;

To set clear deadlines and clear time frames for the promotion campaign of the event;

To allocate the right time and resources to the communication activities of the event, so that the event will be a full success - to have all the guests and donors you want at the event, publicly recognize their contribution, enhance the organization's and the sponsor's visibility, raising awareness for your cause, etc.

To give you clear guidelines and confidence for your communication activities, in the stressful moments of organizing fundraising special events.

The promotional plan template was developed based on the CoOp project partners in organizing special events and promotional plans for these events to be presented to sponsors.