



HELPING COMMUNITIES HAVE DIFFICULT CONVERSATIONS

Event Promotion & Communications Planner

What needs to be promoted?	Who will do it?	Where?	When?
Save-the-date		Social media /email	
Event announcement		Church/school /community newsletter	
Speaker/topic highlights		Social media website	
Registration reminder		Email /social media	
Final reminder		Email/text /social media	
Post-event thank you		Email /social media	

Think beyond social media:

**Local newspapers • Radio • Community calendars • School newsletters •
Church bulletins • Local businesses • Partner organizations**

