



SUGGESTED MARKETING PLAN

FOUR WEEKS OUT

- Share your event idea across social media platforms.
- Add a few sentences from your promotion kit to tell people how you are all going to make a difference together.

THREE WEEKS OUT

- Remind people of the event details (location, time, nominal cost) and share an Imerman Angels video.

TWO WEEKS OUT

- Follow up with event details in email and social media.
- Consider setting a fundraising goal for the event with a direct correlation to impact.

ONE WEEK OUT

- Reach out to people with details like date, time, location and directions/ maps.
- Remind them of your ambitious, yet achievable fundraising goal.
- Consider sharing a "Mission Moment" from the promotional kit.

FOUR DAYS OUT

- Remind people that you are looking forward to seeing them at the event and include minute details like menu, attire, fees, payment options. Don't forget to include contact information for the day of.

DAY OF EVENT

- Tell people how much you are looking forward to seeing them. Stronger together!

DAY AFTER EVENT

- Celebrate reaching and hopefully surpassing your goal! Remind people how much of a difference they made.

ONE WEEK AFTER

- If you would like to share the emails of your attendees, we will send them an "Impact Email" seven days following the event. We love to remind people of how much their support means to us!

For questions, please email
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