

PHOENIX WBC 2020 VIEWING PARTY GUIDE: MARKETING RESOURCES



CALENDAR SUBMISSION GUIDELINES

This community calendar is for any public event open to members of the burn community.

- Please indicate your target audience (open to anyone, burn survivors only, members of your organization, etc).
- Disclose any cost associated with your event (including suggested donations).
- Fundraising events will not be posted
- You may select a primary and secondary event category. Attendees will use these categories to search for events, so make sure they accurately represent your event.
Categories: Activities/Outings, Camp/Retreat, Education, Family-Friendly, Social, Support, Volunteer
- One-time events spanning several days are not considered recurring events.
- Include a contact email with your submission. This will be included in the event listing if individuals have questions about the event.
- Allow 3 business days for your event to appear on the calendar.

To make changes to your event after it's posted, email Rachel Anderson at: randerson@phoenix-society.org.

HOW TO MARKET YOUR PHOENIX WBC VIEWING PARTY:

Create a Facebook Event for your viewing party.

Reach out to local survivor groups through social media or your local burn center.

Add your viewing party to the Phoenix Society's Online Community Calendar

- To add an event, visit www.phoenix-society.org/community-calendar
- Select "Submit One-Time Event"
- Follow the Calendar Submission Guidelines

Offer to sponsor attendees' Phoenix WBC registration

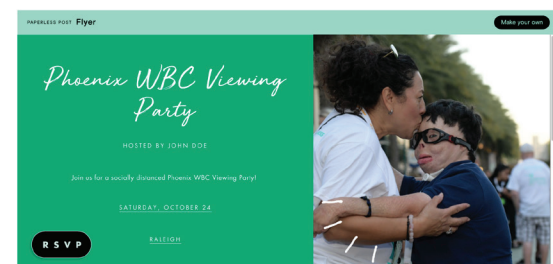
Provide gas cards or public transportation/ride share coverage to get to/from the party

Recruit leaders in your survivor community to encourage attendance.

Make shareable social media graphics for the event, apps/websites like canva are easy to use and free.

Send out an E-Vite for potential attendees, websites like paperless post allow you to invite 50 guests free & instantly track RSVPs

Example of Social Media Graphic



E-Vite Example

This is intended to serve as guide and not promotion of any particular gathering. Please only consider gathering if it safe to do so and abides by the recommendations/ordinance of your region.