

# **PROMOTING EVENTS AND PROJECTS**

# PROMOTIONS PROTOCOL

## Organization-wide events

Example: Annual Membership Meeting, Policy Advocacy Day, Shifting the Lens

## New projects or toolkits

ex. BIPOC Leadership Project, GVRO toolkit

## Webinars

ex. New Domestic Violence Laws 2023, Violence Prevention in the Military

# ORGANIZATION-WIDE EVENTS

Talk to communications team

# NEW PROJECTS OR TOOLKITS

- Standalone
  - Reserve a date on promotions calendar by emailing Michelle Huey
  - Fill out a graphics request form
  - Create your standalone
  - Send a test email to Michelle H for final look
- eNews
  - Send information (description, links) to Michelle H
- Possibly social media

# WEBINARS

## Top of eNews

- Fill out a graphics request form if you need graphic
- Send information (title, description, date, etc) to Michelle H

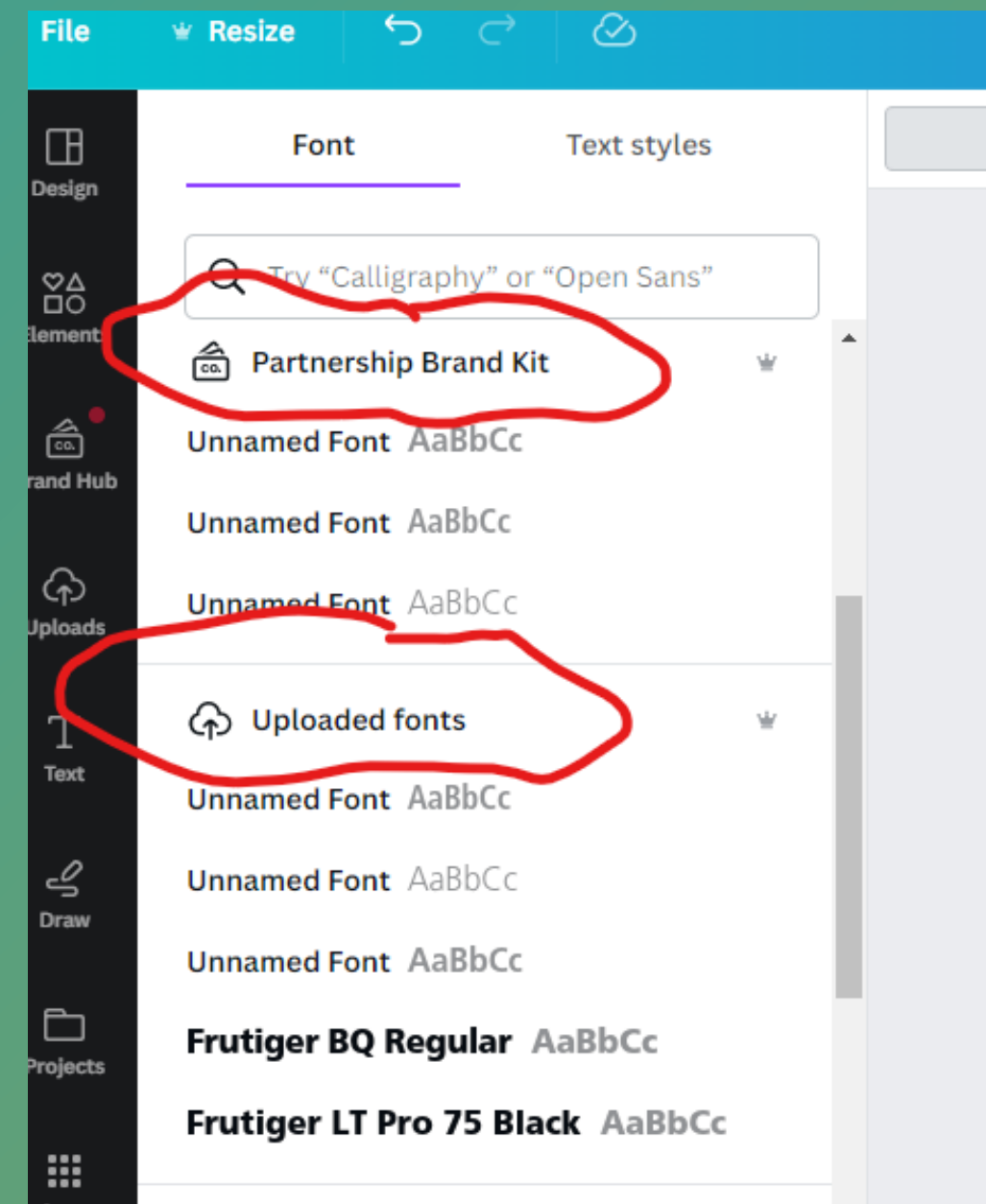
Keep track of registrants. If it's not doing well, you can also send out over listservs and we can work on a standalone

# TL;DR

When you have something that needs to be promoted, send it to Michelle H

# BRANDING 101

- 1200 x 800 px
- fonts





# PROMOTIONAL LANGUAGE

- Good hooks captivate and intrigues audience
  - Why they should bother reading
  - How it will help them solve a problem
  - What they will learn
- To do that:
  - Identify the pain point
  - Add social proof/data
  - Open a loop
  - (feel free to get creative)



# EXAMPLE:

## How to do outreach for your domestic violence organization

[pain point]. Here's how [social proof]

- Do community members hesitate partnering with your domestic violence organization? Here's how Asian Women's Shelter was able to partner with BART to help your organization

# EXAMPLE:

**Shifting the Lens videos now available**

[intriguing question] [open a loop]

- Where is the domestic violence movement headed next? These popular themes from our statewide conference might give us a clue.