

6-9 MONTHS BEFORE YOUR EVENT

- Make sure your website is mobile-optimized and has built-in sharing mechanisms
- Create template emails for participant team leaders so that they can raise money
- Share highlights from last year's event
- Share personal stories of beneficiaries
- Establish your #hashtag and start using it

3-5 MONTHS BEFORE YOUR EVENT

- Pre-generate content to share during event
 - o Tweets
 - o Facebook posts
 - o Blog posts
- Share speaker announcements, venue announcements, and relevant news
- Continue sharing highlights and personal stories

1-2 MONTHS BEFORE YOUR EVENT

- Create schedule for sharing pre-generated online content
- Designate a photographer and provide a shot list to visually document the event
- Designate an online media specialist to do the sharing

DURING YOUR EVENT

- Share updates via your website and social media
- Use your #hashtag
- Respond to social media

1 WEEK AFTER YOUR EVENT

- Say thank you via all online mediums
- Begin sending personalized thank you notes to participants
- Share an initial batch of photos
 - o Several teasers via social media with links to full sets on your website
- Create a schedule to strategically share content

1-2 MONTHS AFTER YOUR EVENT

- Continue sharing success stories and anecdotes from event
- Analyze traffic reports from your event sites/pages
- Use analytics to start planning for next year!