



PM101

PROMOTE YOUR PROGRAMS AND EVENTS

November 2017

Acknowledgements



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PM101 Promote Your Programs and Events

Learning Event Description

Do your promotional materials capture people's interest, educate them about the benefits of recreation, and motivate them to participate? Recreation leaders effectively promote, market, and generate interest and participation in recreation programs and events. This learning event explores the basic concepts of promotion and some practical strategies that can be used.

Learning Objectives

- Describe the *benefits* and *features* of a program or event.
- Identify *target audiences* (who) and *key messages* (what and why).
- Understand the importance of *brand* and the *look and feel* of promotional materials.
- Develop and use a basic promotional tool.

Required Learning Activities

1. Complete this Promotion Workbook.
2. Develop a promotional tool for one of your programs or events (see list of ideas included here in the manual but feel free to use your own creativity).

Why Promote Your Programs and Events?

1. creates an awareness and appreciation of your recreation programs, services, events, facilities
2. ensures elected officials, senior administrators, and people in your community understand the value of recreation
3. generates revenue (programs, services)
4. attracts financial support e.g. corporate sponsors, funders
5. contributes to stakeholder engagement

Where to Begin?

1. **Describe the benefits (outcomes) and features of your program or event.**
 2. **Decide who are you marketing to (your target audience).**
 3. **Figure out the messages you want to send.**
 4. **Choose your brand (the “voice” and “look and feel”).**
 5. **Develop and use your promotional tool(s).**
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1. Describe the benefits (outcomes) and features of your program or event.

- ❖ **features** are the characteristics of your product, program, service or event (description, time, location, duration, cost, etc.) The WHAT and the HOW.
- ❖ **benefits** or outcomes are what the features allow you to deliver to the people in your community. Benefits answers the question each participant is indirectly asking, **“WHY? What’s in it for me?”**

Name of the Program or Event you want to promote (it can be a new one or one that already exists)



Examples of Benefits or Outcomes:

- achievement, accomplishment
- artistic enhancement
- challenge and risk
- connectedness to others
- curiosity
- ethnic and cultural identity
- excitement; adrenaline rush; exhilaration
- fantasy; illusion; temporary escape
- feeling of being important; growth of self-worth and self confidence
- feeling of well-being and vitality
- knowledge and growth
- peer group recognition

- prestige; social recognition; status
- regression – desire to let your hair down
- relaxation and alleviation of stress and tension
- relief from strong or repressed emotions
- self-exploration and self-discovery
- sense of belonging
- sense of purpose, being valued or making a contribution
- social interaction with friends, family
- other?

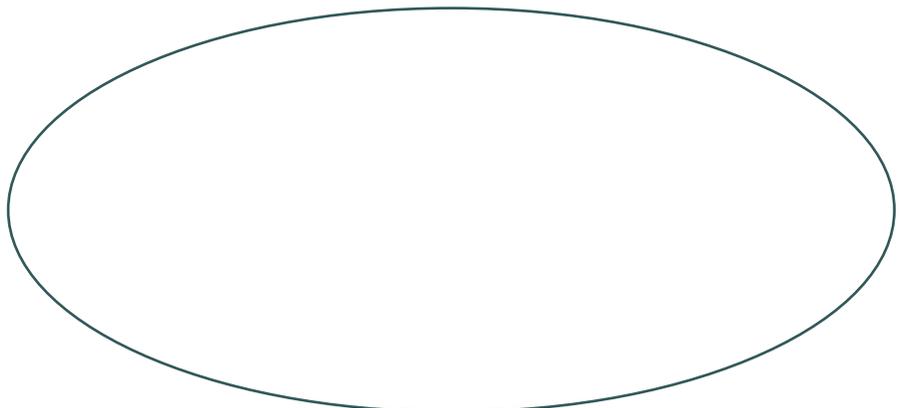


The main BENEFITS OR OUTCOMES that your program or event has the potential to deliver:

FEATURES of the Program or Event you want to promote:

2. Decide Who You Are Marketing To (your target audience)

Who needs to hear your key messages to support and/or attend your program or event? (who are your target audiences)



3. Figure Out The Messages You Want To Send

- after reviewing the benefits of your program or event, what are the top three things to convey?
- why are these important?
- what outcomes or benefits will be delivered as the result of your program or event that will be important to each target audience? How will they make things different?
- why should people believe this is a good program or event?

Examples of Key Messages (the messages you want to consistently convey when you are promoting your programs and events). **Note:** these are just examples of how benefits can be reflected as key messages. You will need to come up with your own.

- *recreation contributes to active, creative, engaged communities*
- *kids who are physically active learn better*
- *the family that plays together, stays together*
- *supporting youth means supporting leaders of today and tomorrow*
- *your wisdom can help build future leaders*
- *we put more school in the community, and more community in the school*
- *communities get better when their leaders do*

**Key Message (s) for
your Program or Event**



4. Choose Your Brand (the *voice and look and feel*).

Branding

- describes recreation in your community in a clear and memorable way
- helps people identify recreation as well as why it is important and different from other services being provided in the community
- “look and feel”
- a blending of overall image, mission and focus with your core marketing message(s) that you’ve identified above

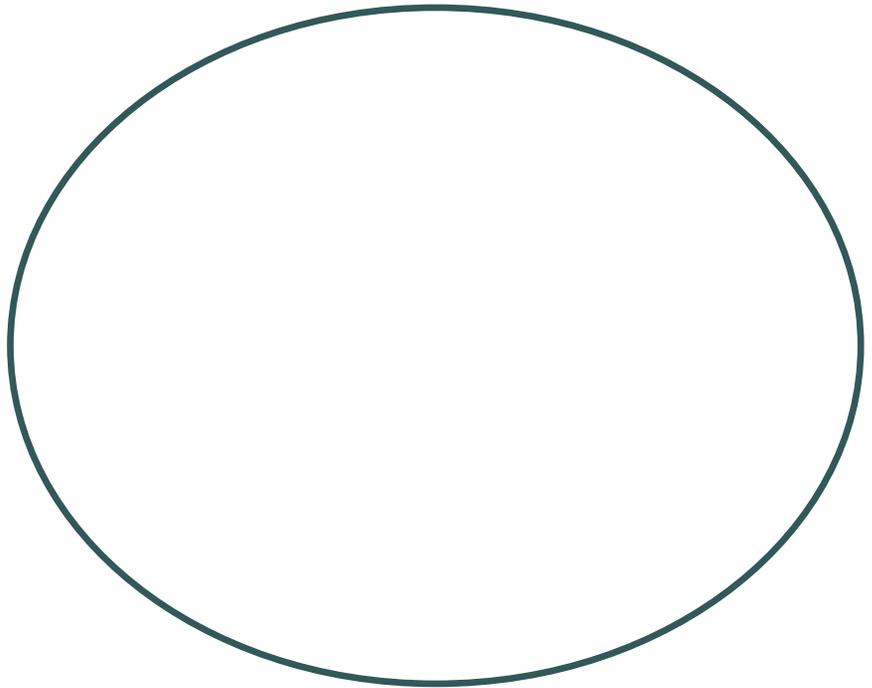
Voice

- your promotional materials reflect your organizational values
- a successful tone of voice will clearly communicate the values of your brand e.g. competent? knowledgeable? helpful? fun? culturally relevant? family oriented? respectful of nature and the land?
- for example, a friendly tone of voice might use a warm style of speaking and informal language and grammar. An organization that wants to project its brand as knowledgeable might use a detached or professional style, proper grammar and more formal language
- vocabulary, grammar and style is consistent
- even if there is variation in your materials, there is some consistency

Look and Feel

- a consistent color scheme, font, and logo delivers a consistent tone of voice and a believable brand personality that others feel they can trust
- different colours can convey different impressions
- a consistent look and feel to all promotional material e.g. website, posters, powerpoint templates, taglines, logos, social media, brochures, emails, business cards, letterhead is essential

Summarize the marketing “brand” that reflects what is, or will be, used to promote your recreation programs, events and facilities. etc.



5. Develop and Submit a Promotional Tool for Your Program or Event

Examples of types of *Tools*

- ads in community newspapers, or on local radio stations
- banners at events
- brochures, flyers, or posters placed in relevant settings (e.g. schools, grocery stores, libraries, First Nations office, etc.)
- bulletin board displays
- certificate of completion
- community meals (e.g. potluck dinners, lunch and learn)
- coupons, free tickets or discounts to your programs and events
- create an award competition (e.g. poster design)
- host free events or an introductory program such as Come Try Yoga
- network with other groups
- newsfeeds on websites (e.g. [Northern Links](#))
- newsletters
- open communication channels appropriate to your community (e.g. [LinkedIn](#), [Facebook](#), [Twitter](#), [Pinterest](#), [Instagram](#), [Google+](#), a toll-free phone number, live chat on your website, email, forums, etc.)

- organize joint activities with other organizations (e.g. community recreation fair showcasing all groups and their activities)
- promotional items (e.g. stickers, pens, t-shirts, etc.)
- staffed table at a community event or trade show
- testimonials, success stories and reviews
- word of mouth

Please share your completed Promotional Tool in the Participants Forum by Friday December 15th.

If you have any questions please don't hesitate to contact me at kmasson@inuusiq.com