

*Sloane Dell'Orto,
Streamline*

HOW TO TELL YOUR STORY

Week 4



WHAT IS GUERRILLA MARKETING?



- *Uses surprise and/or unconventional interactions*
- *One of the goals is to cause an emotional reaction, and the ultimate goal is to get people to remember you in a different way than they are accustomed to.*
- *By creating a memorable experience, increases likelihood that people will tell their friends / share.*

POLL: WHAT SORT OF EVENTS
HAS YOUR DISTRICT HOSTED?



BENEFITS OF COMMUNITY EVENT MARKETING

- *Grows loyalty – people want a sense of belonging. Creating a sense of community helps foster a lasting relationships.*
- *Maintains authenticity – shows that your organization is a part of the community.*
- *Afordable – while there are some costs involved, it's typically less expensive than “standard” marketing efforts.*

DON'T JUST TALK AT PEOPLE -
THE BEST EVENTS GET FOLKS PARTICIPATING!
(WELL, POST-COVID) :(



Zumba Flashmob As Part of BeFitNYC.org Lau...



Watch later



Share

MAKE NYC
OUR GYM

MAKE NYC
OUR GYM

MORE VIDEOS



0:43 / 1:40



YouTube





MAKE IT SHARABLE!

PRE-EVENT PROMOTION IDEAS

FIRE STATION
TOUR TOOK
@ 2PM

DURING THE
EVENT IDEAS





ABOUT \$50 WORTH OF
PROPS FROM AMAZON
PER CONFERENCE!



#SpecialDistrictStories



COLLABORATE WITH OTHERS

- Can you turn your event into a brief lesson plan for the local elementary school?
- Invite your local paper to co-sponsor, to educate about the importance of local journalism?
- Invite other local special districts or county government to co-sponsor so people can learn more about their local government in general?

EVENTS AREN'T HARD TO PULL OFF, THEY JUST
REQUIRE SOME PLANNING AND EFFORT.

HIGH LEVEL EVENT CHECKLIST

1. Goals and objectives
2. Pick a date (do research!)
3. Master plan and budget
4. Brand (name) event and begin publicity*
5. Sponsorships and speakers for your event
6. Launch ticket sales, or RSVP sign ups.
7. Coordinate with suppliers (catering, equipment, etc).
8. Manage event day set up and execution.

[From this detailed event planning document >](#)

COMMUNITY MURALS




EMPLOYEE PARKING
ONLY
All City Personnel
Employees
Contractors
Visitors
No Other Vehicles
Permitted
City of Chicago
2018

EMPLOYEE PARKING
ONLY
All City Personnel
Employees
Contractors
Visitors
No Other Vehicles
Permitted
City of Chicago
2018





A man in a blue t-shirt and khaki shorts is leaning over, painting a large orange shape on a paved surface with a brush. A young boy in a dark blue t-shirt and orange shorts is kneeling next to him, also painting with a brush. There are paint buckets on the ground. The background shows a park-like setting with trees and a bench.

Residents grabbed paint brushes, gathered in the greenbelt and worked together to create a massive street mural.

Under the guidance of lead artist Danielle Fodor, hundreds of volunteers bathed the pavement in durable, long-lasting paint, giving physical form to community ideas.



[PROGRAMS & EVENTS](#)

[FESTIVAL](#)

[GRANTS](#)

[GALLERY](#)

[ABOUT US](#)

[CONTACT](#)



[DONATE](#) 



02

SUPPORT YOUTH ARTS EDUCATION

Since 1994, Chalk It Up's Youth Art Grant Program has been supporting K-12 classrooms and youth art programs throughout the Sacramento region.

[DONATE NOW](#)

← 01

03 →



Before I die I want to

BE A P
BEA monk
have no regrets

Before I die I want to

visit all 50 states!

Before I die I want to

grow taller

GO TO KENYA
travel the world & find inner peace
BE A P

Before I die I want to

I want to see my

Before I die I want to

create smthg

COMMUNITY MURAL CHECKLIST

1. Design?
2. Schedule the date(s)
 - a. For contest and voting, or design delivery
 - b. For mural painting
3. Promote in local papers, online, etc.
4. Sign up volunteers (waivers may be needed)
5. Buy supplies
6. Encourage sharing and have fun!

JOIN EXISTING EVENTS

YOU DON'T ALWAYS HAVE TO HOST!

Find existing events in your community that your agency can become a part of:

- Create a float to take part in your local 4th of July or Christmas parade
- Sponsor a booth at a local vendor fair
- Stay open late on Halloween and pass out treats
- Local park and rec district hosts Movies in the Park night? Co-sponsor and provide healthy snacks!
- What else?

WHAT YOU DO IS IMPORTANT.
TELL YOUR STORY.





#SpecialDistrictStories

WEEK 5:
LEVERAGING SOCIAL MEDIA