

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): (





MAKE IT SHARABLE!

PRE-EVENT PROMOTION IDEAS











#SpecialDistrictStories

COLLABORATE WITH OTHERS

- Can you turn your event into a <u>brief lesson plan</u> 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).
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 - 8. Manage event day set up and execution.

COMMUNITY MURALS













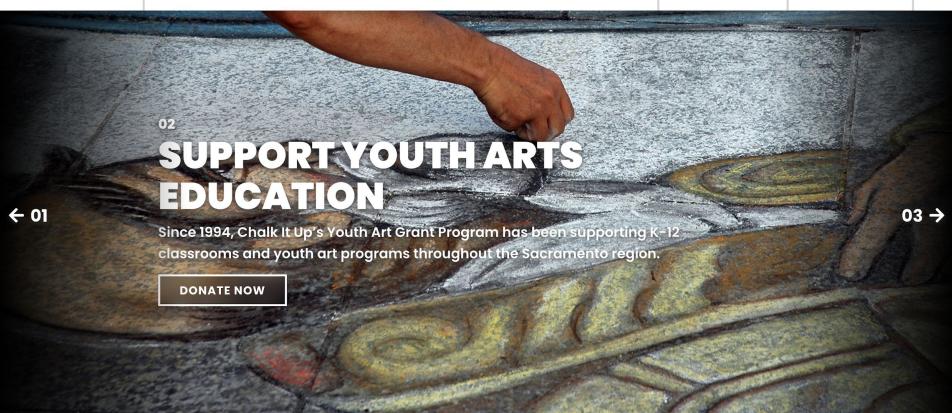
PROGRAMS & EVENTS FESTIVAL CONTACT **GRANTS GALLERY ABOUT US**













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!



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?



