

What if they built it and nobody came? The fears of any party planner, whether you're a high school student or a seasoned veteran, is that no one will show up for your party. Some simple advertising and advance notice will ensure that your event will be well-attended. There are countless ways to reach your audience, think about who you want to come and then think about where they are. Here are some ideas to get you started.

### **PSA's or announcements in community media**

- Write an article about your event for a local newspaper. Create a hook for why people should care, make it relevant and timely.
- TV, radio and cable access often air community events.
- Notices in school, church or club newsletters.

### **Person to person**

- Organize a team for door-to-door flyering.
- Use word-of-mouth to spread information. Have committee members tell their neighbors, teachers, business store owners about your event.

### **Have a presence at other events**

- Booths at local events leading up to your event.
- Arrange for committee members to attend other community events or meetings, service clubs, business associations, church and school meetings. Make sure you give advance notice you are attending so you can get on the agenda! Have reminder postcards to pass out.

### **Invite officials or local celebrities to attend**

- Send a letter to the mayor, police or fire chief inviting them to attend and show support.
- A local newscaster at your event is a chance for the news channel to show community spirit.

### **Develop an advertising strategy**

- Make sure your elements tie together and relate to the event.
- Be consistent.
- Develop a flyer/poster.
  - Recognize sponsors on all your publicity, your poster is an excellent opportunity to acknowledge funders.

- Be consistent with the look and feel.
- Display your poster on all public bulletin boards, churches, laundromats, schools, etc.
- Your poster can be created electronically or be hand drawn.
- Think about other elements that can support your poster. Table tents at restaurants, postcards and cashier stations, banners and whatever else you can dream up.