

PROMOTING your Heart&Stroke Fit for Heart Event:

Building overall awareness of your Heart&Stroke Fit for Heart event in your community is a key contributor to a successful event. Before you begin, you should consider your mission and set your goals based on what you want to achieve so you have a better understanding of all the areas that will require promotion.

Ask yourself these questions:

- What does this event support? (I.e. an individual/family in the community who has suffered a heart attack or stroke, etc.)
- What is my revenue goal?
- What is my participant goal?
- What are the anticipated roles for volunteers? How many will I need?
- Will this event play host to online fundraising?
- Will this event benefit from having a guest speaker, film, or video?

Once you have established all the areas that will require promotional assistance you will have better insight as to which promotional activities your event should consider.

Below is a list of tips and techniques to create interest in your event:

- **Posters** – display posters in your community in close proximity to the location of the event (churches, schools, gyms, bookstores, etc.). Choose high traffic areas within the facility of choice.
- **Email Lists & Online Calendars** – find out if there are any email lists or online calendars at your host site (ie. Gym member list) and determine if you can post your event information online or send an email to the community with all the event information.
- **Host an event kick-off party** to stir attention, excitement, and promote any draws/incentives that you may be incorporating.
- **PSA's/Media** - Source local radio/TV stations that do public service announcements (PSA's) or community announcements as well as source newspapers or local magazines and negotiate a spread that speaks to your Fit for Heart event (Sample PSA below).
- **Online** – people can't register for an event unless they know it exists. Take the opportunity to cut down on paper, administrative efforts and cost, and help save the environment! Ask your Heart and Stroke Representative to post your event online.
- **Cross-Promote** – if your Fit for Heart event will take place after another event taking place at your facility, take the opportunity to generate a buzz about your Fit event during the course of another - give your community something to constantly look forward to!
- **Sponsorship** – partner with companies in your community to help locate a unique and fun medium to reach a wide variety of audiences. Sponsoring companies can also donate food, drinks, draw prizes, etc. to your event. This allows you to provide your participants with incentive as well as helps promote the name of your sponsoring company.
- **Impact of the cause** – take the opportunity to acknowledge someone who has suffered the devastating effects of heart disease or stroke. Use their story to promote awareness by providing an opportunity for the survivor/family to talk about their experiences.
- **Focus** – make your audience aware of the reasons they should participate and remind your participants of their valuable contribution as often as you can. This will go a long way in retaining your participants and help increase event success in future: if people know they are having fun AND supporting a worthy and relevant cause, they're more likely to return and spread the word.

For more ideas contact your local Heart and Stroke Representative.

PSA Example:

Media Alert

HEART&STROKE FIT FOR HEART READY TO ROLL TO NEW FUND RAISING GOAL

For immediate release:

TO: Photo editors, City Desk, Assignment Editors, News Directors

DATE: (fill in date and time here)

PLACE: (outline precise location)

EVENT: *This year, (name of community) hopes to help raise (put local fund raising goal here) for the Heart&Stroke Fit for Heart program.

* (#) of participants and/or teams will be participating in (name of community/facility)'s challenge including: (Name of all participants)

*The (name of Team or participant), who raised \$\$\$\$ last year, is hoping to reach their goal of raising \$\$\$

For more information:

Name of Contact
Heart and Stroke Foundation
(###) ### - #####