

# Promoting Your Event

Be creative: For a Distracted Driving Campaign, one school gave out lollipops with "Don't Drive InTEXTicated" printed on the stick to promote awareness of the dangers of texting and driving.

1. Ask Club students "what are the best ways to spread knowledge and promote events at your school." Generate some discussion on what works best and why.
2. Logo and Slogans - develop a unique logo and some slogans that will help to brand the campaign and creatively build awareness. Encourage students to do some web research on ideas that are appealing. Brainstorm with students some interesting slogans to promote green transportation.
3. Have a Poster Making session with students in your club. Get supplies ready including large poster board or recycled paper and colored markers. Teens Go Green Coordinators can help by providing supplies and instructing on effective sign making.
4. Social Media - discuss what platform would be best and what content to use, including fact- based information as appropriate.
5. Create a video to go on your schools web TV or video feed.
6. If the event is large, plan on contacting local newspapers /IJ/Patch for event coverage.

## Be sure to include the following to promote your event:

1. When: Date, day of the week, and time of the event. (Wednesday, March 15, 8:30 am). Make this information **BIG** on your posters.
2. Where: tell where your welcome tables or event will be held.
3. Why (if appropriate) - to reduce traffic, make our environment healthy.
4. Contact information (e.g. who is hosting) if appropriate.
5. Prizes that can be won.

