



## TOP TIPS TO PROMOTE YOUR EVENT

- 1.** If you have social media, you can promote your event through your social media, Facebook, Instagram, LinkedIn, Twitter. Make sure to include all the important details, like the time, date, where it is and who to contact. We have put together some ideas you can edit for your social media content to get you started.
- 2.** Put up some posters in your local area to raise awareness of your event. See if your local paper might run a feature about you and your Tea Party. We have a template pre-event press release in our resources that you can edit to include your details
- 3.** If you are hosting a Tea Party at work then make sure to let all your colleagues know; send round an email, decorate the office or the staff notice board.
- 4.** If you know a celebrity, local dignitary or just someone popular, invite them to come along and ask if you can promote their attendance. This might just be the draw people need to participate. Don't forget to take some pictures whilst they are there.
- 5.** Be sure to contact your friends and family and ask them to support your Tea Party. Sometimes a personal invitation is nice to receive.
- 6.** Don't forget to take photographs of your Tea Party to share on social media, or with the press. Group shots are great and often have the most impact; be sure to tag Imago Dei (@IDPrisonMinistry, @id\_prisonministry), and show some of your delicious treats.
- 7.** Why not hold a bake-off themed competition? Ask your guests to bring their entry and have a judging panel.
- 8.** Send the post event press release to your local paper and/or radio station, let them know how much you raised and say thanks to all who supported you.

