



Volunteer Training Webinar Series
Publicity & Marketing 101

Housekeeping

- Staff & Volunteers attending
- Please mute your lines - *6 (toggle on/off)
- Feel Free to ask questions at any time
 - I will stay on the line after to answer any individual questions that you don't want to ask in the group
- Links in the presentation are active
- Presentation will be recorded and available on SharePoint

Agenda

- Talk the Walk
- The Importance of Publicity
- The Role of the Publicity/Marketing Chair
- Publicity Sub-committee
- Develop a plan
- Community Support
- Securing Media Sponsorship
- Creative Marketing
- Tools & Resources
- Future Trainings



Talk the Walk

Why Walk For Best Buddies??

- In order to engage and solicit local media and community partners, it's important to be able to "Talk the Walk".
- Get familiar with our mission and programs.
- Explore bestbuddies.org> What We Do
- Check out some of our Best Buddies videos:
 - <https://www.youtube.com/watch?v=JPft0oW6MB0>
 - <https://www.youtube.com/watch?v=4x3n95uu9qA>



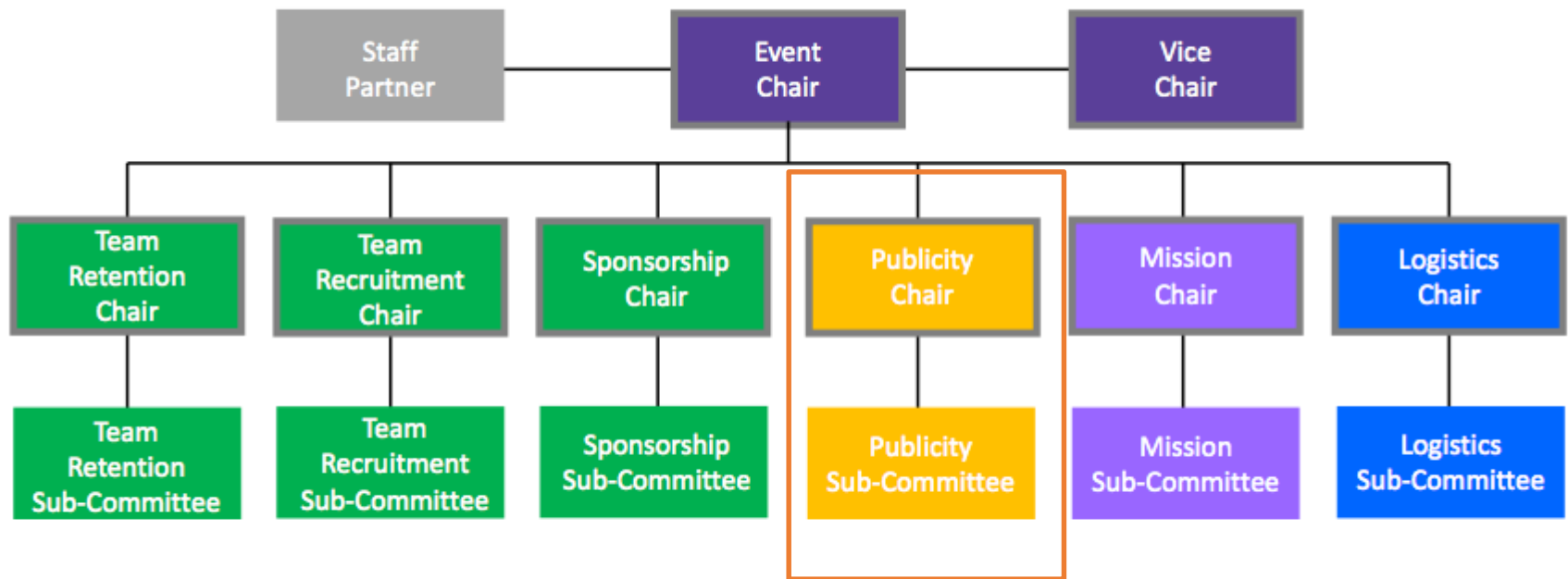
Why Publicity Matters?

- Publicity and marketing are vital to not only our walks but our mission.
- Building awareness about our events attracts more participants to our walks and most importantly to our programs.





Friendship Walk Committee Organizational Chart



*Sub-Committees may vary in size depending on the goals and needs of each Walk.



Publicity Chair

Role and Responsibilities

Publicity Chair

Overview

The Publicity Chair serves as the lead for promoting and creating awareness for Friendship Walk and supporting events. This position will ensure collateral distribution takes place across the community and build public awareness through various outlets.

Qualifications

- Excellent leadership, communication and interpersonal skills.
- Knowledge of local community and media outlets.
- Familiarity with grassroots marketing tactics.

Responsibilities

- Meet with Walk leadership to develop a plan to ensure that goals for promotion and recruitment are met.
- Recruit and train the Publicity Sub-Committee.
- Develop and manage relationships with local media outlets, secure donated media coverage.
- Identify stories, distribute press releases, arrange interviews and event coverage.
- Coordinate delivery of collateral in community.
- Organize “blitz” days and tabling opportunity in community.



Publicity & Marketing Sub-Committee



The Publicity Sub-Committee will be responsible for the engagement of:

- **Community Support-** engaging community leaders and local celebrities in various activities leading up to and day of walk (such as city proclamations and speaking opportunities).
- **Media Partnerships-** secure free local media partners for promotion through print and digital media, radio, social etc.
- **Creative Marketing-** promotion through creative activities such as community “blitz” days, social media campaigns/challenges, “go purple” by lighting city monuments/buildings, local businesses store fronts etc.



Develop a Plan of Action!

- It's important to understand your goals and timelines. Review FW timeline and any history of previous years media supporters.
- Develop a plan with EC, staff person and publicity sub-committee. Make sure to delegate and set due dates.
- Strategy session with your committee. Find out what connections they may have and target media sources most relevant to your community.

Friendship Walk Weekly Timeline					
BEST BUDDIES FRIENDSHIP WALK	Friendship Walk:	Pleasantville	Teams		100
	Event Date:	4/21/2018	Participants		1000
	Staff Partner:	Jane Doe	Sponsorship	\$	20,000
	Event Chair:	John Smith	Fundraising	\$	80,000
	Co-Chair:	Suzy Q	Total Revenue	\$	100,000
Weeks Prior	Target Date	Task	Responsible Party	Status	
51	4/21/2018	Friendship Walk Chair recruited	Staff Partner/Event Chair		
48	5/22/2017	Secure Walk location and date	Staff Partner/Event Chair		
47	5/29/2017	Submit website ticket	Staff Partner		
46	6/5/2017	Complete Volunteer Commitment Form with Event Chair	Staff Partner/Event Chair		
45	6/12/2017	Train Friendship Walk Event Chair	Staff Partner/Event Chair		
44	6/19/2017	Plan Leadership Luncheon to identify potential event leadership - determine: invitees, date, time, venue, etc.	Staff Partner/Event Chair		
43	6/26/2017	Review which Friendship Walk Committee members are returning from last year and which ones need to be filled	Staff Partner/Event Chair		
43	6/26/2017	Schedule one-on-ones with prospect Friendship Walk Committee Chairs	Staff Partner/Event Chair		
43	6/26/2017	Complete Sphere of Influence for prospect Friendship Walk Committee members	Staff Partner/Event Chair		
43	6/26/2017	Complete Community Guide to evaluate growth opportunities	Staff Partner/Event Chair		
43	6/26/2017	Mail/deliver Leadership Luncheon invites (4 weeks prior to event)	Staff Partner/Event Chair		
42	7/3/2017	Begin Past Team Tracking Spreadsheet	Team Retention Chair		
42	7/3/2017	Release Monthly Team Touch	Team Recruitment/Team Retention Chair		
42	7/3/2017	Event Co-Chair in place, Volunteer Commitment Form signed	Staff Partner/Event Chair		
42	7/3/2017	Sponsorship Chair in place, Volunteer Commitment Form signed	Staff Partner/Event Chair		
42	7/3/2017	Review & test website. Submit ticket for any issues or updates that need to be made	Staff Partner		
40	7/17/2017	Finalize sponsorship packages/levels	Staff Partner/Sponsorship Chair		
40	7/17/2017	Develop target list for new sponsors	Sponsorship Chair		
40	7/17/2017	Develop media sponsorship proposals	Staff Partner/Publicity Chair		
39	7/24/2017	Hold last year sponsorship proof of performance meetings	Sponsorship Chair		
39	7/24/2017	Reminder calls to Leadership Luncheon invitees (1-2 days prior to event)	Event Chair/Co-Chair		
39	7/24/2017	Host Leadership Luncheon (9 months prior to Walk day)	Event Chair/Co-Chair		
39	7/24/2017	Plan team touch activities for monthly team touches	Staff Partner/Team Retention Chair		
38	7/31/2017	Release Monthly Team Touch	Team Retention Chair		
37	8/7/2017	Send Friendship Walk Save the Date card	Staff Partner		
35	8/21/2017	Volunteer Kickoff: Send invitations to interested volunteers (consider including current committee members, sponsors, team captains, high dollar fundraisers and all prospect committee members)	Event Chair/Co-Chair		
35	8/21/2017	1 Year(s) 15% of goal	All		
35	8/21/2017	\$2,000.00 of Sponsorship (10% of goal)	All		
35	8/21/2017	\$4,000.00 of Fundraising (5% of goal)	All		
34	8/28/2017	Team Recruitment Chair in place, Volunteer Commitment Form signed	Staff Partner/Event Chair		
34	8/28/2017	Team Retention Chair in place, Volunteer Commitment Form signed	Staff Partner/Event Chair		

FW Timeline



Community Support

- Engage influential community members and leaders such as majors, city council, local editors, local celebrities, young professional leaders
- Attend local networking events and socials like chamber happy hours
- Make public presentations at local meetings/events like rotary, city council meetings
- Obtain and establish city proclamations





Media Sponsorships

Guest Presenter



Kailyn Perez
Best Buddies Tampa Bay
Board Member



Media Sponsorships



- Identify and pursue local media partners such as newspaper, radio and tv which may provide advertising in exchange for event recognition.
- Work with BB staff to develop media partnership opportunities, plan an advertising schedule and obtain necessary materials such as branded ads, press releases, PSA's etc.
- Additional Media Examples:
 - Print ads in newspapers
 - Billboards, buses, train
 - Radio/tv websites
 - Stories in newspapers, community papers etc.
 - Local and online magazines
 - Social media partnerships
 - Media personality to MC events



Creative Marketing Ideas

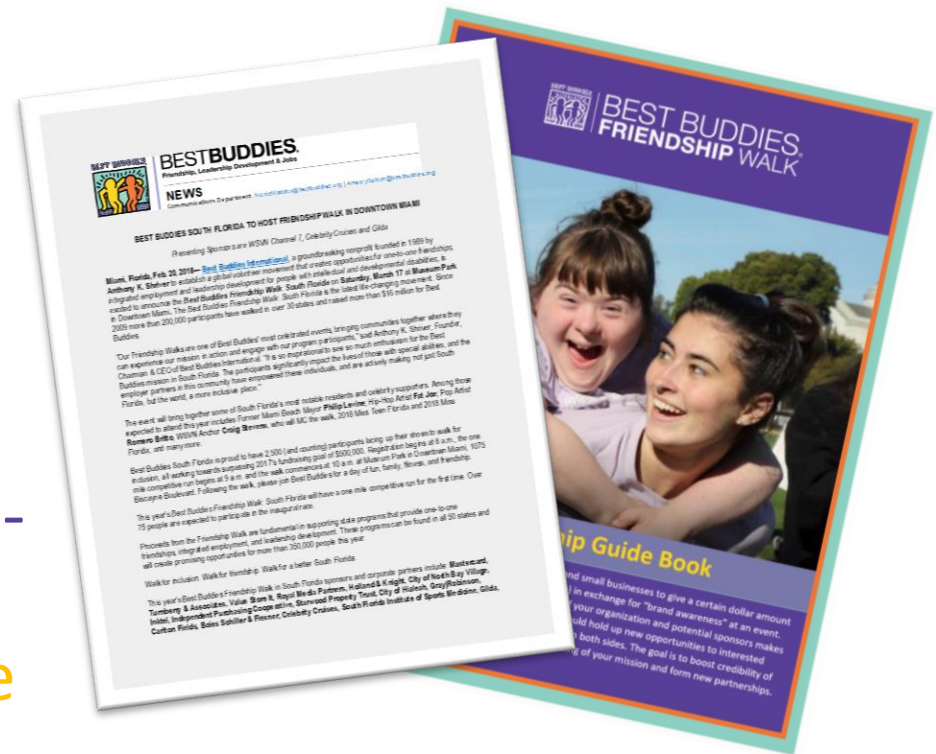


- Gather and share program and walk participant stories
- Paint the town purple by lighting up city buildings/monuments
- Social media challenges before and “day of” walk
- Social media volunteers to manage selfie stops, Instagram frames at walks etc.
- Community blitz days to put up posters



Publicity Resources

1. Publicity and Marketing Webinar recording
2. OnDemand Recording
3. Media Sponsorship Guide- available Nov 1
4. Press Release Templates- available Nov 1
5. PSA Templates- available Nov 1
6. Sample Communication Timeline- available Nov 1



[BB International Team Site > Development Docs > Friendship Walk > Volunteer Webinars > Publicity 101](#)



Additional Trainings

**All times are listed in CENTRAL STANDARD TIME*

Training	Date	Day	Start (CST)	End (CST)	*Log in info
Leadership Luncheon	Aug 7	Tue	11:00am	11:30am	<p>Call by Computer: Log into the webinar via our customized URL (http://join.me/FriendshipWalk).</p> <p>To join the conference call line either select the "Call by Computer" option or dial: (302) 202-5900 and use Conference ID: 832-920-229. If you are not using a computer, this option will allow you to call via telephone. Please note, long distance charges may apply.</p> <p>These trainings will be recorded and available on SharePoint to access at any time.</p>
Event Chair/Vice Chair 101	Aug 16	Thu	11:00am	12:00pm	
Volunteer Kickoff Party	Aug 21	Tue	2:00pm	2:30pm	
Committee Orientation	Sept 6	Tue	11:00am	11:30am	
Team Retention 101	Sept 13	Thu	2:00pm	2:30pm	
Sponsorship 101	Sept 27	Thu	11:00am	11:30am	
Team Recruitment 101	Oct 9	Tue	11:00am	11:30am	
Publicity 101	Oct 16	Thu	2:00pm	2:30pm	
Past Team Registration Event	Oct 23	Tue	2:00pm	2:30pm	
Mission 101	Oct 25	Thu	11:00am	11:30am	
Logistics 101	Oct 30	Tue	11:00am	11:30am	
New Team Kickoff	Nov 8	Tue	2:00pm	2:30pm	
Event Experience	Feb 5	Tue	11:00am	12:00am	
Accounting & Registration	Mar 7	Thu	2:00pm	3:00pm	
Walk Celebration Party	Mar 19	Tue	2:00pm	2:30pm	



BESTBUDDIES®

Best Buddies International is the world's largest organization dedicated to ending the social, physical and economic isolation of the 200 million people with intellectual and developmental disabilities (IDD). Our programs help people with IDD form meaningful friendships with their peers, secure successful jobs, live independently, improve public speaking, self-advocacy and communication skills, and feel valued by society.