

Promoting Your Event 2022-23

PROMOTING YOUR EVENT 2023-24:

You've worked hard on your program, and you want lots of folks to enjoy it. Now it's time to promote it. Below are some ways you can promote it via the Club and Sausalito community.

Please note that it's the responsibility of the Program Chairs to promote their program/event and drive the below activities:

1. **SWC Website Calendar:** Your event or program should already be listed on the [SWC Event Calendar](#). Please review it and make sure it's correct. If you need to make any updates, please let Lauri & Ko at least three days in advance.
2. **Business meeting:** In the interest of time, the Program Co-Chairs will announce your event. For the program chairs that think they need "face time" at the business meeting, please let us know.
3. **Club Tuesday mass email:**
 - Your program will be automatically promoted 3 weeks leading up to your event. The e-news will include the name of your program, an image, the date and a link to your program on the [SWC Event Calendar](#).
 - If you need to cancel your program or reschedule it, please let Pam (enews@sausalitowomansclub.org), Lauri (lauriflynn@msn.com) & Ko (m.ko.scarth@gmail.com) know so they can update the website and the next e-news.
 - No programs outside of SWC will be included on the SWC website or eNews.

Promoting Your Event 2022-23

4. Major Fundraisers for SWC:

- Fundraising events that benefit SWC's General Fund can be included in the monthly newsletter 2 months in advance of the event. Fundraising events for SWC's non-profit's -- Scholarship & Preservation -- can be highlighted in their respective sections of the newsletter.
- No other fundraisers within the club or for other organizations will be included in the monthly newsletter.
- In addition to the 2 x in the monthly newsletter detailed above, all fundraisers will be included in the Tuesday eNews 3 weeks in advance of their event when possible.
- If your fundraiser meets one of the requirements above, contact Karen Betzner (kabetzner@yahoo.com) who manages the newsletter to find out about the deadline for your copy/imagery.

5. SWC's Facebook page:

- The SWC can promote it on Facebook, either through an announcement or as an event (their choice).
- You should contact Kim Huff (kim@kimber.net) about that and you must also be willing to serve as an event respondent and Facebook contributor.
- You should be selective about how much promotion you do so as not to overwhelm members. Kim suggests that Program Chairs do this if they are looking for a larger audience.

6. Sausalito Currents: Weekly email from the city each Friday on news and activities. Send your event missive a

Promoting Your Event 2022-23

week before your program to:

SausalitoCurrents@ci.sausalito.ca.us.

RSVPS & PAYMENTS:

- All members are asked to email the chair to reserve their spot as well as pay the cost, if applicable, of the program via the SWC website.
- Fees should not be received via check or cash -- all money should go through the SWC website.
- The chairs are responsible for keeping track of RSVPS and making sure they paid. For payment information, contact Pam Wycliffe enews@sausalitowomansclub.org.
- All sales are final—no refunds unless the program has been canceled or postponed. Tickets are transferable.

Questions?

Contact SWC Program Co-Chairs: Lauri (lauriflynn@msn.com) & Ko (m.ko.scarth@gmail.com)