

PROMOTING YOUR SWC EVENT 2024-2025

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

1. **SWC Website Calendar:** Your SWC program should already be listed on the [SWC website calendar](#). Please review it and make sure it's correct. If you need to make any updates to the SWC website calendar, please email Pam Wycliffe enews@sausalitowomansclub.org at least three (3) weeks in advance of the event. No non-SWC program will be included in on the SWC website.
2. **SWC Tuesday News mass email:** Your SWC event or program will be automatically promoted in the SWC Tuesday News mass email three (3) weeks leading up to your event. The SWC Tuesday News will include the name of your program, an image, a description and date of the program as shown on the [club calendar on the website](#). No non-SWC program will be included in the Tuesday E-news.
3. **SWC Business meeting:** In the interest of time, Program Event Chairs will be given an opportunity to briefly promote your SWC program at the end of the monthly business meeting in which the event is scheduled. If you are unable to attend that business meeting, please let Programs Director Alison Deal know so she can announce your event at that business meeting.
4. **SWC's Facebook page:** SWC is able to promote a SWC program on Facebook, either through an announcement or as an event (their choice). If you would like to promote your program on SWC's Facebook page AND are willing to serve as an event respondent and Facebook contributor, please contact Kim Huff (kim@kimber.net). **Please** be selective about how much promotion you do so as not to overwhelm members. Kim suggests that Program Event Chairs do this if they are looking for a larger audience, though keep in mind the Clubhouse has strict capacity restrictions.
5. **Sausalito Currents:** Weekly email from the city each Friday on news and activities. Send your event announcement a week before your program to SausalitoCurrents@ci.sausalito.ca.us.
6. **Cancellation of Program/Event:** If you need to cancel your program or reschedule it, please let Pam Wycliffe enews@sausalitowomansclub.org, Alison Deal (4alisondeal@gmail.com) **and** the Programs Committee swcprogramscommittee@gmail.com know so they can update the website and the next Tuesday News mass email.

Please note that it is the responsibility of each Program Event Chair to promote her SWC program/event.