

## PROMOTING YOUR SWC EVENT

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. Personal Outreach: The best way to ensure success, is to reach out with a personal invitation to those members you know and have formed friendships with over time. A short note, phone call, or personal invite goes a long way to help members feel wanted and encouraged to attend.
2. SWC Website Calendar: Your SWC event or program should already be listed on the SWC website calendar once it has been submitted and approved by the SWC Executive Board. Please review it and make sure it's correct. If you need to make any updates to the SWC website calendar, please fill out the Program [Change Request Form](#) at least three (3) weeks in advance of the event. No non-SWC program will be included on the SWC website
3. 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 programs outside of SWC will be included in the Tuesday E-news.
4. SWC Business meeting: In the interest of time, Program Event Chairs will be given an opportunity to briefly promote your event/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 Program Co-Chairs Tia Hensler and Renee Maher know so they can announce your event at that business meeting.
5. 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](mailto: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.
6. Sausalito Currents: Weekly email from the city each Friday on news and activities. Send your event announcement a week before your program to [currents@sausalito.gov](mailto:currents@sausalito.gov). Only events open to the public should be publicized in Currents.
7. Cancellation of Program/Event: If you need to cancel your program or reschedule it, please fill out the Program [Change Request Form](#) at least three (3) weeks in advance of the scheduled event, so the change can be updated on the website and removed from the next Tuesday News mass email.

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