



# American Nephrology Nurses Association

## Event Promotion Guide for "Feed Your Kidneys" Drive

Promoting your "Feed Your Kidneys" drive event effectively can help maximize participation and impact. Follow these steps to ensure a successful outreach campaign.

### 1. Plan Your Strategy:

#### Set Clear Objectives:

- Define the goals of your event promotion (e.g., raise awareness, increase volunteer participation, attract media coverage).

#### Identify Your Audience:

- Determine who you want to reach (e.g., chapter members, local community, healthcare professionals).

### 2. Create a Promotion Timeline:

#### 4-6 Weeks Before the Event:

- Start posting regularly on social media.
- Distribute flyers and posters in the community.
- Send out press releases to local media outlets and community influencers.

#### 2-4 Weeks Before the Event:

- Increase social media activity and engagement.
- Send reminder emails to chapter members and volunteers.
- Follow up with media contacts.

#### 1 Week Before the Event:

- Final push on social media and email reminders.
- Confirm attendance with volunteers and media representatives.

### 3. Use Multiple Channels:

#### Press Release:

- Customize the provided template with your event details and quotes from chapter leaders.
- Send it to local newspapers, radio stations, TV stations, and online news outlets.

#### Social Media:

- Use a mix of posts, stories, and live videos across multiple platforms.
- Share engaging content such as behind-the-scenes preparations, volunteer spotlights, and event countdowns.
- Use relevant hashtags (e.g., #FeedYourKidneys, #HungerActionMonth, #NephrologyNursesWeek).

#### Email Marketing:

- Send a series of emails to your chapter members, volunteers, and community partners.
- Include event details, calls to action, and links to sign-up forms.

#### Flyers and Posters:

- Distribute flyers and posters in high-traffic areas such as community centers, libraries, coffee shops, and hospitals.
- Use the provided templates to create visually appealing materials.

#### **Community Outreach:**

- Partner with local businesses, schools, and organizations to promote the event.
- Offer to speak at community meetings or events to raise awareness.

#### **4. Engage Your Audience:**

##### **Volunteer Spotlights:**

- Highlight the efforts and stories of your volunteers.
- Share photos and quotes from past events to inspire others to join.

##### **Countdowns and Reminders:**

- Post countdowns leading up to the event day.
- Send reminder emails and social media posts as the event approaches.

#### **5. Leverage Outreach:**

##### **Media Outreach:**

- Create a list of relevant local reporters, journalists, bloggers, and media outlets.
- Send personalized pitches along with your press release.
- Follow up to confirm receipt and offer additional information or interviews.

##### **Influencer Partnerships:**

- Identify local influencers or community leaders who align with your cause.
- Reach out to them for support in promoting the event.
- Offer to provide them with content or co-host a social media takeover.

##### **Event Partners**

- Ask your partnering food bank/pantry if they have, an email list, or even a media contact list that you can take advantage.
- Ask your partnering food bank/pantry to share the event on their social media accounts

#### **6. Post-Event Promotion:**

##### **Thank-You Messages:**

- Send thank-you emails to volunteers, donors, and participants.
- Post thank-you messages on social media and tag participants.

##### **Event Recap:**

- Share photos, videos, and highlights from the event.
- Write a blog post or social media summary showcasing the impact.

##### **Media Follow-Up:**

- Send a post-event press release or summary to local media.
- Share any media coverage with your audience.

#### **7. Evaluate and Improve:**

##### **Gather Feedback:**

- Send out surveys to volunteers and participants to gather feedback.
- Use the feedback to improve future events.

By following this guide, your chapter can effectively promote the "Feed Your Kidneys" drive and ensure a successful event that benefits the community and engages members. Good luck!