

How to Publicize a Fellowship Event

Use this handy checklist when you want to get the word out about an event or gathering sponsored by the Boulder Valley Unitarian Universalist Fellowship in Lafayette, Colorado.

NOTE: Keep in mind that with every material you publish, you are representing the Fellowship and its values at every step.

Step 1. Please contact the office at officemanager@bvuuuf.org

1. If you want to use the logo and branding for publicity materials, or
2. You're not sure of next steps or who to contact at any step.

Step 2. Define the target audience(s) for the publicity. Who do you want to invite? This step determines the venues for your publicity.

Step 3. Determine which venues you want to use for the Fellowship community, known as internal communications.

1. Ask people to help spread the word. Do not undervalue this powerful communication tool.
 - a. In publicity materials, you can encourage readers to invite others, and to encourage their peers to come.
 - b. If the event is tied to a committee's goals, you can ask committee chairs and group leaders to extend the invitation and explain the purpose.
2. Publish an invite in *Connections Weekly*, which goes out via email every Friday at 2:00 p.m. Submissions are due Wednesday at 12 Noon. Use the form at <http://www.bvuuf.org/calendar/submit-an-event/>
3. For large events,
 - a. Work with the office to publish using a customized Constant Contact email highlighting the event.
 - b. For money-making events (especially those open to the public), consider having a photo with a link to an event page posted on the Fellowship's website home page photo slide show. Contact the office or the Fellowship website webmaster. This photo can be used in other social media initiatives also.
4. Post fliers on the bulletin boards. Contact officemanager@bvuuuf.org and request details on which boards reach various constituencies at BVUUF.

5. Create a poster to hang on the free-standing double-sided orange sandwich sign. Useful for placement in the foyer or outside entrances to the Fellowship.
6. Use social media
 - a. Post an invite on the Fellowship's Facebook wall
 - b. Twitter (automatically gets what is posted by an administrator to the Fellowship's Facebook). Consider including a photo or flyer in your tweet (not counted in the 140 character limit).
7. Send an email to info@bvuuuf.org, the member-to-member email group, and ask readers to mark their calendars and encourage their peers to come.
8. Send a blurb to Neighborhood Connectors coordinators and/or a neighborhood group for inclusion in their newsletter highlights. Use neighborhoodconnectors@bvuuuf.org
9. Use online email invitations to send out individual invitations.
10. To communicate your event to a congregant "at large" including folks loosely connected to the Fellowship, consider having an announcement made from the pulpit. This method is subject to agreement from worship leaders.
11. Most specific groups have a group email @ bvuuuf.org. These emails can be used to invite specific groups, when that is appropriate. Many emails can be found by checking out the committee and council webpages.
12. For families, children, youth:
 - a. Ask the Director of Lifespan Faith Formation to include an invite in her weekly blog. Contact them at faithdirector@bvuuuf.org.
 - b. Ask the Youth Coordinator to help spread the word. Email requests to youthcoordinator@bvuuuf.org.

Step 4. Determine which venues you want to use for external marketing to folks not part of the Fellowship community. This publicity is for events to which the general public is welcome.

1. For immediate geographic neighbors to the Fellowship, post on NextDoor if you are geographically close to the Fellowship; work with the office manager to post if you are not local. The Fellowship is in the Centaur Village North neighborhood.
2. To reach an audience beyond the immediate neighborhood,
 - a. post on NextDoor if you are geographically close to the Fellowship; work with the office manager to post if you are not local. The Fellowship is in the Centaur Village North neighborhood.

- b. If the event has a spiritual growth aspect, you can list your event using the social media site Meet Up, specifically the Lafayette Spirituality MeetUp.
- c. Use local newspapers such as the Boulder Camera, Longmont Times-Call, Hometown Weekly.
 - i. Add your event to the calendar at <http://www.dailycamera.com/submit> or <http://www.dailycamera.com/events/things-to-do>
 - ii. Write and submit an op-ed or letter to the editors.
 - 1. An Op-ed piece is good if it is accepted - letters to the editor can only be 200 words, and you are limited in how many times you can publish a year. It might make sense to have letters go out under different signatures.
 - iii. Submit a brief to the Daily Camera at [Submit News](#)
 - iv. Write and issue a press release. A template is available from the office.
 - v. Write a guest opinion for the Daily Camera: They want no more than 750 words; submit at [Submit Guest Opinion](#). No attachments or pdfs allowed.
 - vi. To submit to local city news, for Lafayette/Longmont/Louisville, submit at [Submit to Colorado Hometown Weekly](#). If sending a press release, use an attention-grabbing subject line, and attach a good photo if you have one.
- d. Contact community radio KGNU; they are willing to do spots and interviews; you can add your event to their calendar. **Keep in mind that the primary spokesperson for the Fellowship is the senior minister.**
- e. Set up a table and distribute fliers at festivals.
- f. Inform other Colorado UU churches. A list of contacts is available from the office.