



HOW-TO

How to Create a Flyer ~ Promotion and Distribution

There are multiple ways to distribute event flyers and/or the information they contain. Consider the following when planning the promotion of your event.

By attending other Chapter gatherings, visiting store owners, sponsors, etc. you make a personal contact that leaves a lasting impression. So, make it a good one! Use your Team, event coordinators, committee members to spread the word.

Answer any questions posed. If necessary, promise to get an answer and respond to the inquirer by a certain day and time. Doing so makes you more likely to follow through and makes them feel you have taken their inquiry seriously. Then, do as you say!

You'll also want to bring flyers (don't expect other people to make and/or pay to reproduce YOUR flyer!).

Tell people how to sign up or register (by mail, online, at the door, etc.), be prepared to take registrations 'on the spot,' you may want to offer an incentive for 'registering now.'

Newsletters reach targeted audiences and spread the word quickly through one contact. Be sure to maximize use of newsletters by asking all Chapter and District Directors to include your event information in their newsletters (send directly to the newsletter editors, if possible.)

Social media, such as Facebook groups, set up by your or other like-minded groups, are cost free and well distributed.

Calendars are a quick, 'at-a-glance' reminder of your event. Get your event on every Chapter and District calendar, as well as the National event calendar.

Email announcements offer a quick 'blast' of promotion. Make them short and to the point. Provide contact information. Use the subject line to announce your event and don't send anonymous emails. Use email wisely. Don't send too many email reminders.

When sending your event flyer, send in pdf format, if possible. Make it user friendly.

Technology is our greatest resource. Create an event website or use the Chapter and District web page. When making an event site, make it look like your event logo or flyers. Make sure the essential information is included on your website. Provide contact information. If you are using online registration, be sure to include other options (telephone number or email) for anyone who wishes to contact you or has trouble with the online registration. You want to know if there is a problem that prevents people from registering.

Radio can be expensive but if you plan ahead, you may be able to get a PSA (Public Service Announcement) spot for free. Contact your radio station early to find out what options are available. If necessary, find a sponsor willing to foot the cost of your radio ad (such as a dealer) and be sure to give them credit in the ad.

Newspapers can be an inexpensive means of reaching large audiences. If your event doesn't require a motorcycle (spaghetti supper, chili cook-off, silent auction, etc.) reach out to your local community. Place an ad in the paper. Place the ad at least three (3) times and at least two weeks before the event. Include contact information. Use the 'club listings' or 'community calendar' section of your newspapers. Plan ahead, check with the responsible party at your paper early, as the information will probably need to be sent at least one month prior to your event.

In promoting your event, think of incentives. Grab your reader with something attractive to him/her. Have a hook. You want them to attend; but what's in it for them?

Offer two-for-one registrations if people commit early or as you visit different Chapter gatherings. Consider a discount for those who register early (they commit early which gives you dollars to work with before the event). Give prizes for those who register early.

Get **GREAT** door prizes. Think beyond motorcycles when getting door prizes. Not all your event attendees may be motorcyclists. And even the most dedicated motorcyclists have lives (desires) outside of motorcycling. Go for vacation getaways, restaurant gift cards, etc. that appeal to a wide audience. Gender specific gifts are often highly sought after. If you can't get great door prizes, cash or gift cards are always good. Consider your return on investment (i.e., by giving away a cash prize to the largest Chapter present, as an example, you cause more people to attend and that should easily generate enough revenue to cover the cost of the cash award). Don't be afraid to try new things or 'push the envelope' when promoting your event. ©RPM Academy 2022