

EVENT BEST PRACTICES



MULTIPLE TOUCHPOINTS

Be sure to get your message out to your network on a regular basis & don't be afraid to make direct asks (in-person, personal text message, etc...)



VIDEO CONTENT + PR

Leverage the influencers in your network and ask them to record a quick promotional video or reach out to your local press contacts to see if they'll cover your event!



PRIZES + INCENTIVES

What's more motivating than free swag? Incentivize your top participants with exciting prizes for donating their hustle - click the prize ideas & examples icon on the sidebar to learn more!



REGISTRATION CHALLENGE

Have a development board or volunteer base looking to help? Host a mini-challenge wherein you offer up a small prize to the person who signs up the most participants before your event!



EMAIL + PUSH NOTIFICATIONS

Create engaging email or push updates throughout your event to update users on the leaderboard, encourage fundraising, and deliver new information!

OTHER BEST PRACTICES

FACEBOOK EVENT PAGE HOST EVENT WEBINAR

REGISTRATION RAFFLE UTILIZE YOUR COUPON CODE



#DONATEYOURHUSTLE

ADDITIONAL RESOURCES



[BEST PRACTICES PROMOTIONAL CALENDAR](#)



[SUGGESTED MINI-CHALLENGES](#)



[PRIZE IDEAS & EXAMPLES](#)