

COMMUNITY PINT NIGHT

WE'RE BETTER TOGETHER

MARKETING & OUTREACH

The success of these fundraising events relies a lot on outreach. Some folks have asked for suggestions to help advertise the event and bring in a crowd. Below are some ideas we hope you might consider if you haven't thought of it already.



Send email/newsletter invite to all your members and ask them to join you. Include info as to what, where, when, why? Make it fun! Give some notice well in advance and a reminder 2-3 days before. Any fun stuff like a raffle? Sign up to be new member? Add that in email.



Please set up a Facebook event and ask all your members to share this with friends. Add Sacred Waters as a co-host please. If you want help with a cool header image or artwork please let us know when you accept your pint night date. We suggest 2 weeks or 10 day lead time so folks can share this with friends/community.



Post on Instagram account – ask your members to share with friends.

Add comments or updates to keep things active and fresh. Posting once and forgetting about it also means your members/guests forget.

Post pics of your raffle items, talk about goodies you could win. Talk it up!



Contact Flathead Beacon and add your event [HERE](#).

Contact The Daily Interlake to add event [HERE](#).

Please tag and link back to Sacred Waters social media channels when you can, as much as you can. Thanks!

FUNDRAISER NIGHT, 5 TO 8PM



Please be sure someone from your club is there about 20-30 minutes prior to 5pm to set up a table. Visuals are highly encouraged – not just paper fliers. Photos, photobooks, posters, displays, computer with a video (no sound please) running, etc.



Someone should be around the table or “identifiable” with the club for the entire evening until the brewery closes. Please connect with the bartender or manager on duty to say hello and goodbye. Our staff is here to help; just ask. We think they are wonderful so thank you for letting them know that.



Grab the mic and share info about your org for about five min (max). Something short & sweet, fun and engaging! Please coordinate your mini-talk with the manager on duty.

What is your call to action? Be clear – donate, become a member, get on our website. How can folks get involved?



Feel free to walk around to talk up your club, share memberships forms, but remember that not everyone is there for non-profit night so read the table. Thank you for picking up the materials you've shared at night's end. Post real-time photos from the event on your social media pages encouraging folks to join in the fun.