

More Free Tools & Tips to Promote Your Culture Days Activity!

As more and more activity organizers are starting to plan out their promotional initiatives, Culture Days is rolling out more, FREE promotional and marketing tools.

Marketing Tools

In addition to Culture Days [logos](#), [e-flyers](#), [web badges and banners](#), which are already available for download from the web site, you can now download **customizable posters and postcards/flyers** as well – simply [click here](#). Please note that to access these materials, you need to have created an account via the [My Culture Days](#) section.

PR Toolkit

For more insights on how to generate buzz around your activity, be sure to also download the [Culture Days PR Toolkit](#). This document is filled with useful information and tips about how you can get the word out about your activity to local media. From crafting key messages and creating a media list, to pitching your story and turning your activity into a media event, this guide outlines how to go about all of these initiatives and includes sample templates. Please note that to access these materials, you need to have created an account via the [My Culture Days](#) section.

Upcoming FREE Tele-Info Sessions

There will be another two, FREE Tele-Info Sessions dedicated to Self-Promotion:

- Tuesday, August 16 @ 2pm ET - Self-Promo – Public Relations
- Tuesday, August 23 @ 2pm ET – Marketing & Social Media

To reserve your spot, [click here](#).

Check out [this blog post](#) summarizing a previous Info Session dedicated to Self-Promotion.

Here are some other tips for promoting your Culture Days Activity

1 – Create a Hub

Collaborate with other organizers in your neighbourhood. Type your postal code into the [“Search Activity”](#) field on

the Culture Days web site to discover those who are organizing activities in your area. Get in touch with them to see how you can create “hubs” by sharing venue space, resources, responsibilities, volunteers, promotional outreach...etc. By offering more than one activity in one location, you’re more likely to attract more people to your activity.

2 – Spread the word

Tell everyone you know about your activity. Send emails to friends, family, co-workers, any networks you belong to. Talk about and talk up your activity whenever you have a chance. If you’re a member of a club or group, let them know about your activity. The more people who know about your activity, the better; and there’s no better way than by word of mouth!

3 – Reach out to those around you

Use the Culture Days marketing items to publicize your activity. Attach the Culture Days [e-flyer](#) in the emails you send out to your contacts about your activity; add the [web banners and badges](#) to your blog or web site; create and print up the **customizable flyers and posters** and place them in your neighbourhood: at the library, the grocery store, cafes, the corner store,...etc. – wherever people gather and wherever you can leave some flyers or put up posters.

4 – Use Social Media

Use social media tools to spread the word about your activity. Use the link to your activity page (the web address that appears at the top of your activity page on the Culture Days web site) and Tweet it; post it to Facebook, blog about it; create a Facebook Event and invite all your friends. And don’t forget to use the Culture Days social media channels as well – these tools are all free and have the potential to reach a huge number of people!

By employing any of the above suggestions, you’ll be well on your way to generating awareness and excitement about your activity and well on your way to a successful Culture Days weekend!

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Inspiration



Culture Days was inspired by Journées de la culture produced by Culture pour tous in Quebec since 1997



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