

Culture Days Newsletter / September 3, 2010

Promote Your Activity!

Now that you've registered your Culture Days activity, you'll want to promote it! Get started with the list of ideas below for promoting your Culture Days activity. Be sure to browse the [Public Relations Toolkit](#), [Tools & Resources](#), and [Print, TV and Radio Ads](#) sub-pages too.

Now check out these...

Quick and easy ideas for promoting your activity!

1. **Add the Culture Days logo** to your existing promotional materials (if you have any) so that people who see or hear the national TV, radio, and print ads for Culture Days will connect your activity with all the other buzz they've been hearing. Click [here](#) to download the logo.
2. **Send out an email** to your friends and colleagues with a link to your Culture Days activity page and ask them to tell others about your activity. Attach the Culture Days [e-flyer](#) to make your message more visually interesting, and to help them see that you are connected to this Canada-wide celebration.
3. **Post a message** about your Culture Days activity on any social media sites you use such as Facebook or Twitter. Add the Culture Days [logo](#) or link to the website (www.culturedays.ca) to highlight that you are a part of this national event.
4. **If you've published an activity, your very own personalized web banner ad is waiting for you!** Just login to the [My Activities](#) page and click on "Promote" under the ACTIONS column. The banner ad comes pre-filled with your activity details, and all you have to do is copy and paste the code into your website. If you have friends or sponsors with websites, send them the code and ask them to add the banner to their websites to promote your activity!
5. **Send details of your event to your newspapers** community listings section. See tips on how to do this on page 14 of the Culture Days [Public Relations Toolkit](#).
6. **Ask your local grocery store, library, coffee shop or community centre** for permission to post information about your activity on their community board. Use the free posters and flyers templates - you can print them "as is" and fill in your activity details by hand or customize it on the computer before printing. It's easy - click [here](#) to download the templates and learn more.
7. **Add a Culture Days badge or widget to your website or social media pages** to announce to the world that you are helping to make this Canada-wide celebration of arts and culture happen. Culture Days is the largest cultural participation campaign that has ever taken place in Canada - and possibly in the world. Wear your badge with pride! Encourage your sponsors and supporters to do the same.
8. **Search for other Culture Days activity organizers in your area** and talk to them about how to work together to promote everyone's activities. For example, in some communities, artists have approached the local municipal cultural department or the local tourism bureau to ask them for marketing assistance.
9. **Don't be shy - talk up your Culture Days activity online!** Ask a local blog to write about your activity, or to let you submit a guest blog post. Post photos or videos on the Culture Days [Flickr](#) and [YouTube](#) pages showing how you or your group is preparing for Culture Days. Contribute to the Culture Days online community on [Twitter](#) or [Facebook](#), or consider publishing a blog post on CultureDays.ca to talk about activities in your community.
10. **Harness the power of word of mouth:** use everyday conversations with friends, family, colleagues, acquaintances and neighbours to spread the word about your Culture Days activity. A personal recommendation from one friend to another is still the best marketing tactic around.

Take a minute to pat yourself on the back for registering a Culture Days activity and get excited about participating in the largest-ever pan-Canadian movement to celebrate and promote arts and culture in Canada!

More resources to help you promote your event:

- Find tips about working with the media to promote your activity in the Culture Days [Public Relations Toolkit](#)
- Check the [Tools & Resources](#) page. What you'll find: logos, and free, customizable templates for flyers, posters, print ads, radio and TV spots, and more.
- For more tips on promoting your activity, click [here](#) to view all articles on the Culture Days blog related to marketing & PR.
- Discuss and share your Culture Days activity through the Culture Days online communities on [Twitter](#), [Facebook](#), [Flickr](#) and [YouTube](#).

Promotional resources are provided free of charge to all Culture Days activity organizers thanks to the generous support of Sun Life Financial.



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