

# Inclusive Event Promotion 101

Make Good Connections



## Know Your Audience

Identify the key demographics in your community in order to evaluate the methods of promotion may work best. While social media may be best with younger communities, door-to-door promotion may be best for communities wishing to engage seniors.

## Broaden Your Scope

Ensure to provide promotional materials in areas of your community you may not frequent, as well as food banks and community organizations that work with vulnerable members of your community.

## Speak the Language

If your community includes many newcomers, enlist the help of members of your community who can translate promotional materials or assist in promoting your event through word of mouth in their native language.

