

COMMUNICATIONS AGENDA & PRESS RELEASE TEMPLATE

Fill in the dates below based on your specific timeline. Typically, we recommend starting your plan a few months before the event. Each event is unique, so feel free to add and remove dates as needed with the goal of a completed plan that you can share with your team and work from consistently.

Important Dates - Complete these dates to help fill in the additional dates below.

- __/__/____ - Auction Start
- __/__/____ - Auction Close
- __/__/____ - Live or Virtual Event Start

Invitation Card Mailing - Several months before the event.

- __/__/____ - Save the Date - [templates](#)

Press Releases

- __/__/____ - Pre-event Release - Several to one month before the event.
- __/__/____ - Post-event Release - Several days after the event.

General Email Blasts - From several months before the event to a week after the event.

- __/__/____ - Save The Date
- __/__/____ - Donate an item on our landing page - Be sure to use Item Donation Form on landing page.
- __/__/____ - Ticket & sponsorship information with AUCTION SNEAK PEEK
- __/__/____ - LINK to the auction preview page, the auction is opening next week.
- __/__/____ - AUCTION LAUNCH Day (in advance of the event)
- __/__/____ - Reminder Email to Register and Bid (a few days before event)
- __/__/____ - Tonight's the Night - NOT TOO LATE TO REGISTER
- __/__/____ - Thank you email from Organization / Full Event Video/ Still time to donate

ClickBid Email / Text Promotions (mass messaging service to existing bidders)

- __/__/____ - Email - Auction Launch
- __/__/____ - Text - See you soon - register and bid
- __/__/____ - Email - Reminder / Event FAQs
- __/__/____ - Text - See you ...day - register and bid
- __/__/____ - Email - Register to bid & Smartphone Reminder (charge it and have it ready)
- __/__/____ - Texts - afternoon and throughout the event (typically multiple)
- __/__/____ - Email - Thank you night of
- __/__/____ - Email - Thank you full
- __/__/____ - Email - winners with no card on file - pay request
- __/__/____ - Text - winners with no card on file - pay request

Social Media (create a custom hashtag or use your event keyword as one. Be consistent!)

- __/__/____ - Event Postings on Facebook and Instagram
- __/__/____ - Organization website Sponsor “ads” posted and shared on Facebook
- __/__/____ - Organization website Register for event promotion and shared on Facebook
- __/__/____ - PROMVideo/Pictures shared on website and all social media channels
- __/__/____ - Social media
 - Start sharing dates, times. Ask for registrations.
 - Ask a question on Facebook (poll) and Instagram.
- __/__/____ - Social media promotions
 - Look for and respond to shares, questions, etc.
 - Follow up on questions asked on Facebook (poll) and Instagram.
- __/__/____ - Social media promotions
 - Share auction items on Facebook
 - Share agenda of event and how to register
- __/__/____ - Social media promotions (Event Day)
 - Share auction items with deals or no-bids
 - Share photos of the event (in person or virtual)
- __/__/____ - Social media promotions (After Event)
 - Share photos! Ask for donations.
 - Thanks to sponsors with links.

Sample Social Posts

- Always include a photo or animated gif if you don’t have a photo. One or two emojis are good as well.
- Be candid. Social media should be fun and unique. Show some behind-the-scenes photos of event prep.
- Ask a question. Get feedback from your followers and use it in a later post.
- Use the #HASHTAG as a contest. Give away an item at the event by picking a random user who shared your #HASHTAG in a post.
- If you have an update, share it. You can use new auction items, a host announcement, a new sponsor as a single social post.

<u>Facebook</u>	<u>Instagram</u>	<u>Twitter</u>
<p>@YOUR_ORG</p> <p>Sample post: Helping @YOUR_ORG #HASHTAG on EVENT DATE with an online auction and fun engagement challenges. Join us! LINK CLICKBID LANDING PAGE</p>	<p>@YOUR_ORG</p> <p>Sample post: A look behind the scene as @YOUR_ORG puts auction items together. Don’t forget to register now. It’s Free! LINK CLICKBID LANDING PAGE</p>	<p>@TWITTER_HANDLE</p> <p>Sample post: Proud to support @TWITTER_HANDLE. Join us on MM/DD/YYYY for the Virtual #HASHTAG Event. LINK CLICKBID LANDING PAGE</p>

Press Release Template

Help <<ORG>> <<DO THIS>>
<<BECAUSE>>

<<WHO>> <<IS DOING WHAT>> <<WHEN DATE/TIME>> <<WHERE LOCATION/ONLINE>>

BY <<AUTHOR>> • <<DATE THIS IS PUBLISHED>>

<<BODY>> Notes: Tell a compelling story. Use short but descriptive sentences. Give reasons for your statements “because, therefore, as a result”. Talk about your event and goals that you plan to accomplish. Keep the body within 3-5 paragraphs. ALWAYS include photos and video if available.

<<CONTACT INFORMATION (Your name, phone, email and website)>>