



### **Protocol for Event Approval and Promotion**

- Send event date to secretary and presidents for approval. At this time the date will be reviewed to make sure there are not any conflicting Newcomers events, national holidays or school closings.
- Once the date is approved, send details to the secretary, publicity chair and toolkit coordinator as soon as possible. In your email please provide the following information:
  - Name of the event
  - Hosting Committee (Adult Social, etc)
  - Description of the event as you would like it on the website and Facebook
    - Optional - Send the graphic you would like shown on the website/Facebook to go along with your event. If you do not have one, the secretary will choose one for you.
  - Date, Time and Location
  - Cost - Event payments should be done through our website
  - If event is open to non-members (most events will be members-only)
  - RSVP details (your Newcomers email alias will be used)
    - Cut off date for RSVPs
    - Maximum number of attendees allowed
- Once a draft of the event is posted on the website, the secretary will send you the website link for approval. At this time you should review what the secretary has posted and email any edits that need to be made.
- Once the event details are updated, the secretary will send you and the publicity chair the link to start promoting on the listserv and Facebook page.
- It is your responsibility to post the link on the listserv. When you are creating a listserv post, please have the description first start with "NEWCOMERS EVENT."
  - Eg. NEWCOMERS EVENT: Adult Social at Boxcar
- The publicity chair will also use this link and the information you have previously emailed to promote the event on our Facebook page.
- Please make sure that you or someone else attending the event has been designated to take a few photos at the event (cell phone pics are fine). Please email those pictures along with any information regarding the success of the event to the publicity chair to post on Facebook.