

PROMOTING NATIONAL DAY OF KINDNESS

There are many avenues available to help you promote your event. By getting the word out, you get more media coverage, greater public awareness of your club and Kin as a whole, increased participation and much more!

IN THE COMMUNITY

- Have members post flyers around town in public buildings, including libraries, community rooms, and recreation centres. (Ask permission if required).
- Post at your individual workplace or social gathering spots.
- Hand out the HQ resources (like business cards and stickers) on the day of to help build visibility for the event and the Association.
- Word of mouth! Tell your friends and family about your NDK event.

ON SOCIAL MEDIA

- Post about National Day of KINdness on your district, zone and club Facebook pages. Use stories to inspire people, and share pictures of past events or inspirational quotes.
- Set up a Facebook Event so people can set aside the day in advance and be kept in the loop about important updates like location, timing etc. Use the event to invite members, friends and family.
- Use Twitter to promote your event in the weeks leading up, and make sure to post on the day of. Use the hashtags #KINdness and #PassItOn to help build National recognition and connect KINdness projects across the country.

ONLINE

- Send announcements to all your club members as well as your district and zone newsletter Editors and Webmasters. Try creating e-flyers or an event/project summary and insert photos to emails that can be forwarded to all of your members.
- Encourage individual club members to send email announcements to friends and business acquaintances.

THROUGH YOUR PARTNERS

- If you're doing acts of kindness for a specific benefactor (an assisted living home, for example) inform their staff, volunteers or supporters and encourage them to share. Send them flyers to post as well as your media release and other details to include in their newsletter, emails, website and social media accounts.
- If you've secured sponsorship for the event, encourage them to spread the word as well.
- Send a thank you note after the event to everyone involved. Make sure to highlight the impact of NDK from a local and national level to encourage their support and involvement in the future.

THROUGH LOCAL MEDIA

- Send media releases to local newspapers, radio and TV stations (try for a live broadcast if possible). Independently send the same information to the 'calendar keeper' at these outlets.
- Post on your town / area website and calendar. If your event is annual send your media release to local and area guides published annually.

For more information on how to help build event visibility on social media, see our [Guide to Promoting Your Event on Social Media](#) on the Kin Canada blog.