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There comes a time in planning your community health fair event that it's time to promote your event to your community. By this point in time, you should have key logistics figured out – date, time, location. Your liability coverage should be secured or in process. Your community partnerships established. You are now ready to PROMOTE!

You will need:

- A point person or persons skilled in communication, graphic design, and enthusiastic about promoting a community event
- An understanding of your defined target audience – this allows you to target where your message is placed
- A 1-to-3-month (or more) promotion timeline – what are you going to share where and when
- A budget for social ads (minimum \$150), signs, t-shirts, print production

STEP 1: Identify Promotion Assets

- Website landing page – foundational source of truth
- Promotion graphic – sized as needed for purpose
- Promotion copy – the words you'll use for websites, emails, social ads, media relations, community calendars, bulletin announcements, and any internal/external communiques
- Social media ads – targeted by zip code to your target audience
- Ambassadors – people to help you get the word out in established social media groups
- Timeline – how much time you have to generate buzz

STEP 2: Write Ad Copy with Care

Even with liability coverage, you still need to *proceed with caution* in the wording of your advertising copy. Our *current* understanding of Adventist Risk Management's liability management with communication and advertising is to include the phrase "in partnership with" and to identify the church's role in the partnership. The church's key purpose is to teach about the Bible, not to provide patient care.

Examples:

Bright Dental Clinic is holding a free dental clinic at Tacoma Central Seventh-day Adventist Church. Church volunteers will be providing refreshments, greeting, friendship, and spiritual hospitality.

North Cascade Seventh-day Adventist Church is the host site for a free community dental clinic offered in partnership with local dentists.

Mercy Missions of the Pacific Northwest and its network of dentists who volunteer their time will offer a free mobile dental clinic at Port Townsend Seventh-day Adventist Church.

Emerald City Community Seventh-day Adventist Church in partnership with the Center for Multi-Cultural Health is offering a free community health resource fair featuring 15 local health resource agencies.

Avoid the following phrase: "[Church name] is sponsoring a free dental/medical/vision clinic."

STEP 3: Create Your Promotion Package

Establish your design assets

- Any creative commons (free to use) stock photo images and/or graphics
- Partner logos that you have permission to use (this permission is typically in writing via email with the logo attached)
- You'll find the Adventist logo, color scheme and style guide available at identity.adventist.org
- If you want a localized version of the Adventist logo, I can provide this to you
- If your local church has its own local logo, you will need to obtain this graphic file

Develop your promotion graphic(s)

- This can be outsourced to a graphic designer
- This can be self-created within Canva (free & paid accounts, non-profits can apply for a free Canva account) with a template or with your own design
- A good promotion graphic will have visual appeal (colors, contrast, balance, white space, structure) and hierarchy of information
- If you are new to graphic design, google "elements of good design" for a quick overview
- Choose the common types of graphics you need, size as needed, and export/download: 8.5"x11" flyer, 11"x17" flyer, social graphics (website, social accounts, e-newsletters), 16:9 screen display

Outsource specific print projects

- Signs.com offers a wide array of yard signs, feather flags, table covers, a-frame signs and more
- Shop around for custom order t-shirts sales. Gildan, Hanes, and Port Authority are quality, yet inexpensive t-shirt brands to select.
 - Rushordertees.com
 - Imprint.com

STEP 4: Launch Your Promotion Package

- Follow your plan / timeline
- Generate buzz among your target audience: create awareness, nurture credibility, and grow your following
- Provide your promo graphic and advertising copy to your partners, your church network, and your volunteers/ambassadors

STEP 5: Evaluate Your Promotion Process

When your event is over, evaluate what worked, what didn't work, and what you'd like to try in the future. Did you meet your goals?

Bonus Information on Event Photography & Videography

PHOTOS NEED A REASON. How will you be using the photos? For informational purposes to report on what happened? To promote future events? For another reason?

PHOTOS MAY NEED A RELEASE FORM.

- Use of photos is for promotional/commercial purposes? Obtain a photo release with registration process.
- Use of photos is for informational purposes such as a news article? You may not need a release.
- If in doubt, post a sign at your registration desk with how photos will be used.
- Best practice for information use: "May I interview you? May I take your photo? This is for a news story that will be published in [publication name]." If they say yes, you have implied consent.

PHOTOS NEED TO BE RESPECTFUL. HIPAA photography rules are complex with *many assumptions* that **every** photo should be classified as "Protected Health Information." Anything that could identify a specific person and/or this person's health condition should not be photographed.

HIPAA picture rules do not apply when photographs of patients are de-identified (Source: <https://www.hipaajournal.com/hipaa-photography-rules/>).

PHOTOS NEED TO BE REFOCUSED. Show your volunteers giving an act of service. Take three types of photos: up close, medium-range, and big picture. Pose photos as needed with volunteers. De-emphasize guest photos. Be polite. Be respectful. Introduce yourself. Ask permission. Know your purpose.