

FOW - Event Marketing Tips

This document is designed to guide you in creating visual marketing material for your upcoming event. The following information will assist you in preparing your images so that you may take advantage of all the marketing opportunities in conjunction with the Media/Marketing team.

If you have any questions or need more information than this document provides, please feel free to contact the Media/Marketing Team at mt@familyofwomen.org. We are here to help make your event advertising successful.

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The Family of Women has event publication abilities on:

Family of Women Website

All Family of Women events submitted to be published on our website are eligible for publication in any of the other sites listed in the following sections. The Media/Marketing

Team will not publish events on our other platforms if the event is not submitted through our website.

In order to publish an event to our website, submit event information through the Family of Women Member Portal, found at <https://familyofwomen.org/member-portal/>. You must be signed into the website in order to access the Member Portal.

If you need guidance on this process, please see our videos on navigating our member portal (including how to submit an event) at <https://familyofwomen.org/navigating-the-member-portal/>.

Eventbrite

The Family of Women is on Eventbrite (<https://eventbrite.com>).

Eventbrite provides event advertisements to a much larger audience. There is no charge for FREE events posted on Eventbrite. For paid events, the cost can be discussed during your event launch call with the Events Administration Team, and the cost incurred, if any, must be reflected in your event budget.

Facebook

The Family of Women Facebook business page (facebook.com/theFamilyofWomen) and the private community (facebook.com/groups/theFamilyofWomen) are two opportunities for event advertising.

The FOW Business page is where we will post events which can be shared to your own Facebook page and/or with your Facebook friends. You are encouraged to comment on these postings for any events you sponsor.

The FOW Community group page is a great place to start a discussion about the event. There are 650+ members of this community with whom you can talk about the event. (Note: you must be a member of this community group in order to post in the group).

Please also refer to the Instagram section below for tips on preparing material for advertising your event, as similar concepts apply. Think about what grabs your attention on social media!

Instagram

The Family of Women Instagram page is <https://www.instagram.com/thefamilyofwomen/>.

This is a great place to advertise your event. The best way to utilize this medium is with video. One-minute reels are great, (yes, that means taking video of yourself or others)! Think about a hook as to why women would want to talk about this event. A video, alongside your Instagram image (see “Should we make some flyers?” below) and other posts such as quotes and testimonials gives the Media Team more to work with. Women want to connect and resonate with other women so it's of utmost importance to show them who we truly are in person, rather than using stock imagery.

Marketing Email List

The Family of Women Media Team manages a marketing email list of 1,000+ addresses (data as of 3/2022). The marketing email list includes past members and others who have expressed an interest in receiving information from the Family of Women. These monthly emails go out between the 10th and 15th of each month.

If you would like to have your upcoming event included in the monthly Marketing email, email the Media Team at mt@familyofwomen.org no later than the 5th of the month for inclusion in the same month's newsletter.

What type of advertising material do we create for each type of marketing opportunity?

Images

Your event team should choose an image that represents the event, that really grabs someone's attention and/or evokes some sort of enrolling feeling around the event. **The simpler the better.** This image can be used to identify your event and provide event recognition through our various marketing avenues.

Your event image should include the Family of Women logo, the event title, the date and time of the event, and the cost of the event. Any other information you choose to have on the image should be minimal. Detailed information about the event should NOT appear on the event image, as it can be shared in other areas of event publication. Remember, **the simpler the better.**

The Media/Marketing Team highly recommends the use of Canva ([Home - Canva](#)). This is a free site to use, and many templates are available. The best part is that you can share a link to a document with others to edit and, sometimes most importantly, the Media/Marketing Team for assistance.

Fonts

The font should be readable and clear. You can use Montserrat (one of the fonts the Family of Women uses on the website). In Canva, Bebas Nue and Lovera are great fonts to use. Arial is always an easily readable font.

Try and stay away from cursive fonts especially if the font size is smaller as they are harder to read.

Image size requirements

Website - 1 to 1 aspect ratio, no larger than 256 mb.

Eventbrite

1. Eventbrite banner: 2160 x 1080 pixels (2 to 1 aspect ratio)
2. Eventbrite thumbnail (for Zoom events only): 1920 x 1080 pixels

Facebook

1200 x 630 pixels (9:16 to 16:9 aspect ratio)

Instagram

1080 x 1080 pixels (1 to 1 aspect ratio)

Save the File As JPG or PNG (not a PDF)

Consider preparing a short video (1 minute or so) to run as an Instagram reel. Also consider changing up images for social media. For example, have one image/poster for Instagram and another for Facebook.

Event Description

While the image grabs a potential audience, a good event description is what makes them sign up. Simplicity and clarity are important.

In addition to the details (time, date, cost), a good event description makes someone feel like they can't miss out on the event. Think about why you created the event, why you would want to attend, and what makes this event special or important for women. Connect with potential attendees on an emotional level. What's in it for them? Sometimes the context for the event is perfect for the description.

Should we make some flyers?

Not for social media. It is better to create an enrolling image with some very basic information. Think about what's included on a movie poster. Posters have an engaging image, important information about an event (title, date, time, cost, and a caption – maybe a couple keywords, phrase, or short compelling quote). See the above "Image" section for more information. Posters can be used in social media and in emails. Search on Canva for event poster templates for some basic ideas.

Flyers, as we used to know them, are full of descriptive language and fill up a page. These were the things we shared in email or were printed and handed out (back when this was the only way to get all the information about the event to someone).

Flyers are not for social media. While your team may still choose to create such a flyer to email out to friends, more succinct communication is most important for use on the internet.

Please note that if your team creates a detailed flyer, it will only be available for download via our website and not used in social media.

Examples of Successful Event Posters for Social Media



The poster features a central illustration of a woman's face in profile, looking thoughtfully to the right with her hands clasped under her chin. The face is rendered in a simple line-art style. Surrounding the face are various decorative elements: several butterflies in shades of brown and red, and clusters of flowers and leaves. The background is a light beige color with a subtle floral pattern.

 THE FAMILY OF WOMEN, GRATITUDE CHAPTER PROUDLY PRESENTS

Finding Your Right Partner

← v v v →
A 2022 Virtual Event
May 14th 9-11 am PDT & May 21st 9-11:30 am PDT

FOR WOMEN 18 YRS.+ \$40 USD FOR BOTH SESSIONS

BECAUSE EVERY WOMAN DESERVES A GREAT RELATIONSHIP!

TICKETS AVAILABLE ON FAMILYOFWOMEN.ORG AND EVENTBRITE.COM



PRESENTS
LEADING IN YOUR LIFE

A 3-PART WORKSHOP

WED March 23, 30 & April 6

7 pm - 8 pm EST

@familyofwomen

THE FAMILY OF WOMEN, LIGHTKEEPERS CHAPTER, PROUDLY PRESENT

SUNDAY MARCH 6, 2022

The Power of a Woman's Legacy



#breakthebias

#thefamilyofwomen

Tickets:
\$20 USD Per Household
Available on Eventbrite.com
and Familyofwomen.org



1: 00 pm - 3:00 pm EST
18+ Event On Zoom
MT@familyofwomen.org
Event Link from Media Team