

Guide to Planning a Banners of Hope Construction Event



Step One: Plan out the Day

Organization is the key to putting together a successful event.

- Decide on your charity/cause and consult with the charity/cause on the suitability of the project for their location. Discuss fund raising activities that they may like to host simultaneously with your event.
- Pick a date, ideally at least 3 months in advance.
- Decide if you will do a construction zone, with individual creativity, or use templates. Use BOH website resources to assist you
- Plan an event space determined by your store, staff, location and resources available.
- Work with your manufacturers, wholesalers, service suppliers and demonstrators to develop projects and solicit donations for your event.
- Plan a variety of projects to accommodate all ages and skill levels.
- Get your staff involved early. Make sure that each employee has a role in making the day a fun and well organized event. Ask them for their ideas.

Step Two: Promote the Event

To get large crowds into your store, you will need to promote the event.

- Announce the event with store flyers, posters, bag stuffers, etc.
- Have your staff spread the word to customers.
- Use your Facebook, Twitter, blogs, e-blasts, newsletters, Pinterest, your website, and other social media sites like YouTube,
- Use the press releases, and media alerts on the BOH resource Website to send to local media.
- Post signage about the event in the community. Schools, libraries, guilds, senior communities, day care centers and grocery stores.
- Invite community groups into your location to create banners as part of their programming, groups such a guides, scouts, senior groups or mothers groups. Adjust the projects to tailor to the skill level of the group.

Step Three: Event Day!

Make sure all the details are set for the event. Confirm that all supplies are available.

- Set up work area(s) with tables, chairs, supplies, etc.
- Register each participant. (Use this list for future direct mail purposes.)
- Have project sheets on hand to give to customers.
- Take photos to use for post-publicity, social media, and sponsor thank you notes as well as to display in your store.
- Utilize social media to create a Tweet-up or run virtual contests and specials that drive traffic into your store.

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Step Four: How did it go?

It's time to measure the success of your event. Success comes in many forms.

- Awareness of your charity/cause of choice
- Fund raising efforts for the charity/cause
- Increased sales
- Additions to customer data base
- Increase in social media hits
- Public Relations in local media

Post Event Activities

- Create a Banner of Hope photo collage and display it in your store for customers to view.
- Post the photos to your website and social media sites.
- Share your feedback with the CHA Fabric Arts Council. Let us know what worked and what didn't.
- Post your comments on CHA Facebook site or email us BOH@craftandhobby.org