

# COMMUNICATIONS AGENDA & PRESS RELEASE TEMPLATE

Fill in the dates below based on your specific timeline. Typically, we recommend starting your plan a few months before the event. Each event is unique, so feel free to add and remove dates as needed with the goal of a completed plan that you can share with your team and work from consistently.

**Important Dates** - *Complete these dates to help fill in the additional dates below.*

- \_\_/\_\_/\_\_\_\_ - Auction Start
- \_\_/\_\_/\_\_\_\_ - Auction Close
- \_\_/\_\_/\_\_\_\_ - Live or Virtual Event Start

**Invitation Card Mailing** - *Several months before the event.*

- \_\_/\_\_/\_\_\_\_ - Save the Date - [templates](#)

**Press Releases**

- \_\_/\_\_/\_\_\_\_ - Pre-event Release - *Several to one month before the event.*
- \_\_/\_\_/\_\_\_\_ - Post-event Release - *Several days after the event.*

**General Email Blasts** - *From several months before the event to a week after the event.*

- \_\_/\_\_/\_\_\_\_ - Save The Date
- \_\_/\_\_/\_\_\_\_ - Donate an item on our landing page - *Be sure to use Item Donation Form on landing page.*
- \_\_/\_\_/\_\_\_\_ - Ticket & sponsorship information with AUCTION SNEAK PEEK
- \_\_/\_\_/\_\_\_\_ - LINK to the auction preview page, the auction is opening next week.
- \_\_/\_\_/\_\_\_\_ - AUCTION LAUNCH Day (in advance of the event)
- \_\_/\_\_/\_\_\_\_ - Reminder Email to Register and Bid (a few days before event)
- \_\_/\_\_/\_\_\_\_ - Tonight's the Night - NOT TOO LATE TO REGISTER
- \_\_/\_\_/\_\_\_\_ - Thank you email from Organization / Full Event Video/ Still time to donate

**ClickBid Email / Text Promotions** (mass messaging service to existing bidders)

- \_\_/\_\_/\_\_\_\_ - Email - Auction Launch
- \_\_/\_\_/\_\_\_\_ - Text - See you soon - register and bid
- \_\_/\_\_/\_\_\_\_ - Email - Reminder / Event FAQs
- \_\_/\_\_/\_\_\_\_ - Text - See you ...day - register and bid
- \_\_/\_\_/\_\_\_\_ - Email - Register to bid & Smartphone Reminder (charge it and have it ready)
- \_\_/\_\_/\_\_\_\_ - Texts - afternoon and throughout the event (typically multiple)
- \_\_/\_\_/\_\_\_\_ - Email - Thank you night of
- \_\_/\_\_/\_\_\_\_ - Email - Thank you full
- \_\_/\_\_/\_\_\_\_ - Email - winners with no card on file - pay request
- \_\_/\_\_/\_\_\_\_ - Text - winners with no card on file - pay request

Social Media (create a custom hashtag or use your event keyword as one. Be consistent!)

\_\_/\_\_/\_\_\_\_ - Event Postings on Facebook and Instagram

\_\_/\_\_/\_\_\_\_ - Organization website Sponsor “ads” posted and shared on Facebook

\_\_/\_\_/\_\_\_\_ - Organization website Register for event promotion and shared on Facebook

\_\_/\_\_/\_\_\_\_ - PROMVideo/Pictures shared on website and all social media channels

\_\_/\_\_/\_\_\_\_ - Social media

Start sharing dates, times. Ask for registrations.

Ask a question on Facebook (poll) and Instagram.

\_\_/\_\_/\_\_\_\_ - Social media promotions

Look for and respond to shares, questions, etc.

Follow up on questions asked on Facebook (poll) and Instagram.

\_\_/\_\_/\_\_\_\_ - Social media promotions

Share auction items on Facebook

Share agenda of event and how to register

\_\_/\_\_/\_\_\_\_ - Social media promotions (Event Day)

Share auction items with deals or no-bids

Share photos of the event (in person or virtual)

\_\_/\_\_/\_\_\_\_ - Social media promotions (After Event)

Share photos! Ask for donations.

Thanks to sponsors with links.

### Sample Social Posts

- Always include a photo or animated gif if you don’t have a photo. One or two emojis are good as well.
- Be candid. Social media should be fun and unique. Show some behind-the-scenes photos of event prep.
- Ask a question. Get feedback from your followers and use it in a later post.
- Use the #HASHTAG as a contest. Give away an item at the event by picking a random user who shared your #HASHTAG in a post.
- If you have an update, share it. You can use new auction items, a host announcement, a new sponsor as a single social post.

<u>Facebook</u>	<u>Instagram</u>	<u>Twitter</u>
@YOUR_ORG	@YOUR_ORG	@TWITTER_HANDLE
Sample post: Helping @YOUR_ORG #HASHTAG on EVENT DATE with an online auction and fun engagement challenges. Join us! LINK CLICKBID LANDING PAGE	Sample post: A look behind the scene as @YOUR_ORG puts auction items together. Don’t forget to register now. It’s Free! LINK CLICKBID LANDING PAGE	Sample post: Proud to support @TWITTER_HANDLE. Join us on MM/DD/YYYY for the Virtual #HASHTAG Event. LINK CLICKBID LANDING PAGE

**Press Release Template**

Help <<ORG>> <<DO THIS>>  
<<BECAUSE>>

<<WHO>> <<IS DOING WHAT>> <<WHEN DATE/TIME>> <<WHERE LOCATION/ONLINE>>

BY <<AUTHOR>> • <<DATE THIS IS PUBLISHED>>

<<BODY>> Notes: Tell a compelling story. Use short but descriptive sentences. Give reasons for your statements “because, therefore, as a result”. Talk about your event and goals that you plan to accomplish. Keep the body within 3-5 paragraphs. ALWAYS include photos and video if available.

<<CONTACT INFORMATION (Your name, phone, email and website)>>