



Publicizing Your Event - Do It Early and Do It Often

<p>Social Media</p> <p>Create a</p> <ul style="list-style-type: none"> • Facebook • Instagram • Twitter <p>account for your event</p>	<p>Newsletters</p> <ul style="list-style-type: none"> • Publish in your organization, church or Community bulletin • Use Nextdoor (or other community groups) • Tap into your civic association mailings <p>For a list of Wilmington Civic Associations: https://www.wilmingtonde.gov/government/city-offices/constituent-services/civic-and-neighborhood-organizations</p>
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<p>Print Media and Radio</p> <p>Letters to the Editor, Local Outlets</p>
<p>News Journal https://static.delawareonline.com/submitletter/</p>
<p>The Newark Post https://www.newarkpostonline.com/site/forms/online_services/letter/letter_editor_imported-1322248493/</p>
<p>Hockessin Community News https://www.hockessincommunitynews.com/</p>
<p>Catholic Dialog http://thedialog.org/contact-us/</p>
<p>Out and About Magazine https://outandabouthow.com/contacts/</p>
<p>INWilmington Calendar https://inwilmingtonde.com/events</p>
<p>ABC news Wilmington https://inwilmingtonde.com/events</p>
<p>WDEL radio https://www.wdel.com/</p>

Desktop Publishing (Flyers)

Find Peaceweek Logos and templates at

- <http://www.peaceweekdelaware.org/resources/>

Include

- Date & Time
- Appropriate Audience (family, adults, teens, everyone)

Keep it Uncluttered

- Group Ideas
- Use White Space

Use Short Descriptions

Fonts

- Use sans serif fonts for headlines and serif fonts for body text.
Sans serif fonts have straight lines that are difficult to read which is why they should only be used for large font sizes.
Serif fonts contain hooks and curves on the tips of the letters making smaller fonts easier to read.

Use high-resolution images

Distribute widely – recruit team members, family, and friends. Hand out at gatherings, coffee shops, school events, religious gatherings.