

Promoting your Bird Day Event

World Migratory Bird Day 2018 – Saturday, May 11 2019

Do you have a great event planned to welcome back birds in your community? Here is a handy checklist of steps you can take to promote it!

Be ‘in-the-know’ from the get-go

- What is our message?
 - The logistics: Where and when is the event taking place? How much does it cost? Who can attend, and who do we contact for information or resources?
 - The intangibles: What is the main message to take away from the event? What is the theme of the event? Why is it taking place, and why should people attend? How does this event fit into the picture for World Migratory Bird Day?
- What are our objectives, and how will we measure them?
 - We need to know what we want to accomplish to concentrate our best efforts to plan and deliver this World Migratory Bird Day event. What are our objectives, and how will we measure success, or failure, in achieving them?
 - Event attendance: Total number of people in attendance, number of people from specific demographics (e.g., children under 10, politicians, activists, serious birders).
 - Conversion: Collecting new information, email subscriptions, one-time or monthly donors, requests for information or resources, etc.
 - Engagement: On social media channels, through email correspondence, telephone inquiries.
- Who is your audience?
 - Target the appropriate demographics that will enable you to meet your objectives.
 - Example:
 - Event Attendance objective
 - Children & families, new Canadians
 - New donors
 - Already active conservationists serious birders
 - Concentrate outreach efforts on the audiences you most want to, for example, attend your event, turn into newsletter recipients or donors, engage with your organization on social media, etc.
- Who are our partners?
 - How can we work together to achieve our individual and collective goals?
 - Are there resources to be shared amongst organizations and promoted to the public?



Tools for promotion

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Online Promotional tools

- On your own Website
 - Blog posts & digital press releases: detailing the event, the theme of Bird Day 2019, community partners, activities, etc.
 - Bird Day page: a static webpage on your website with event information, resources and links that is updated as new information arises.
- Through Social media
 - Your SM accounts: Facebook, Twitter, Instagram, etc.
 - Use dedicated Bird Day 2019 hashtags: #WMBD2019, #birddayeh
 - Use images, graphics & videos
 - Engage audience with questions, by providing links to resources or activities, etc.
 - Aim to draw audiences toward your Bird Day webpage, blog posts or press releases
 - Pin most important/informative tweets to the top of your feeds
 - External party SM accounts: Reaching out to local newspapers, magazines, blogs, radio stations & media personalities to promote the event on their social media channels.
- Email marketing
 - Internally: Sending eNewsletters & event-specific emails to existing network.
 - Externally: Reaching out to community centres, libraries, schools, retirement homes – or any kind of local entity that sends an eNewsletter and that would be willing to promote, join or attend the event.

Traditional media

- Print: Local newspapers & magazines; community, rec centre, or school newsletters
 - To save time and energy, tailor printed content to the medium and potential audience.
 - I.E: Detailed WMBD write up **vs** Local event feature
 - Detailed write-up: Best for a newspaper, magazine or newsletter to provide insight into *what* WMBD is, and *why* it is happening.
 - Event Feature: Best for a community or rec centre, or school calendar to provide the *where* & *when* to those that are already looking to attend an event.
- Audio: Local news radio stations, university radio-stations, podcasts.

Postering

- The key with postering is putting up posters strategically to increase their likelihood of being seen by the *right* people
 - E.g., If our target audience consists of children and families: schools, libraries, recreation & community centres, retirement homes are more strategic poster locations.
- Local businesses are often more than willing to put posters on bulletin boards. Candidates for in-house postering are cafes & restaurants, bakeries, specialty shops, health food stores, pet supply stores.



- Again, making sure that the typical customer of the business falls within the targeted audience.
- Intersections in pedestrian-friendly neighbourhoods that have high foot traffic
 - E.g., Bus stops, busy intersections
 - In this instance, making sure these poster locations are geographically relevant to the event.
- Community gathering places: schools, libraries, recreation & community centres, retirement homes.

Word-of-mouth

- Provide information and updates to existing members, board members, and partners
- Encourage them to share information with their family and friends, and to promote the information provided on their social media channels.



Promotional Resources

World Migratory Bird Day 2018 – Saturday, May 12

- Nature Canada
<http://naturecanada.ca/initiatives/bird-day/resources/>
- Bird Studies Canada
<http://www.birdscanada.org/education/school/index.jsp?targetpg=resource>
- World Migratory Bird Day – in the Americas
<http://www.migratorybirdday.org/resources/>
- Environment for the Americas
<http://www.environmentamericas.org/imbd/resources/>

