

## Communications/PR Timeline

### March

- Banner: Request the banner to be posted at the village kiosk (Central/Happ and Willow Roads). This is done in writing (or email) to Holly McDonald/Stacy Sigman at the Village office. The Village will post the sign for 2 weeks prior to the fair. The sign is re-used year to year – it is stored with the other fair supplies at MF.
- You have to get the sign out of the closet and take it to Dawn Schram at Evanston Signs ([dawnevanston signs@yahoo.com](mailto:dawnevanston signs@yahoo.com)) and have them change the date, takes 2 days. The sign must be dropped off at the Public Works office (shared with the Fire Dept) at least 2 days before the date of posting and must be picked up within 60 days of it coming down (or they will discard).

### April

- Budget: You have a budget of \$500 with which to advertise.
- Wooden Sign: There is a wooden sign in the storage locker which also needs a date change. Mr. Parks puts it up about a week before the fair. It is in really rough shape and should be repainted.
- Village Newsletter: At the time of requesting the banner, also ask for the Fair to be included in the Village Newsletter. It comes out bi-monthly (May-June), so be sure to get the details to Holly McDonald in early April.
- SRS Website: Make sure information is on home page of PTO section
- Eagle-Dolphin Digest & Weekly District Update: Post a Save The Date, Bingo flyer request for bingo items, Stuffed Animals flyer for Teddy Bear Toss, a reminder for volunteers to sign-up on Sign-up Genius, and Ticket Sales information in the April and May editions of the Digest.
- Winnetka Current: Contact the Editor and let him/her know when the Fun Fair will take place. Send them information and discuss new rides or events taking place at the Fair. Note that this works well when you mention that we will be purchasing ad space ☺.
- Advertising: Organize one paid ad in the Winnetka Current to run in the edition that comes out just a few days before the Fun Fair. Front page banner ad is ideal if available.

### May

- Eagle-Dolphin Digest & Weekly District Update: Post a Save The Date, Bingo flyer request for bingo items, Stuffed Animals flyer for Teddy Bear Toss, a reminder for volunteers to sign-up on Sign-up Genius, and Ticket Sales information in the May and June editions of the Digest.
- Online Advertising: There are many free sources where the Fun Fair can be advertised. All of these just require logging onto the websites, creating an account, and entering the information about your event. It is very fast and easy to do. Most add them as community calendar items, although sometimes the site will “promote” your event into a larger story on their website or email blasts to subscribers. Below are the websites we have posted to in the past:

*Winnetka Current*

*Trib Local*

*Make It Better*

*Patch – Winnetka*

- Posted Signs: Update flyer and send to volunteers/fair committee members to post in various places (libraries, train stations, Starbucks, grocery stores, etc) around the neighboring communities.
- Flyers in Backpacks: Flyers should be printed and grouped by teacher for both Middlefork and Sunset Ridge Schools, and dropped with the secretaries the week before the event. Additionally, the Northfield Community

Nursery School is usually open to sending flyers home in backpacks, just call them to coordinate and ask for number of flyers needed. It is nice to staple a single ticket to each flyer for all students in all 3 schools to increase attention and build excitement with the kids.