



AmFund™

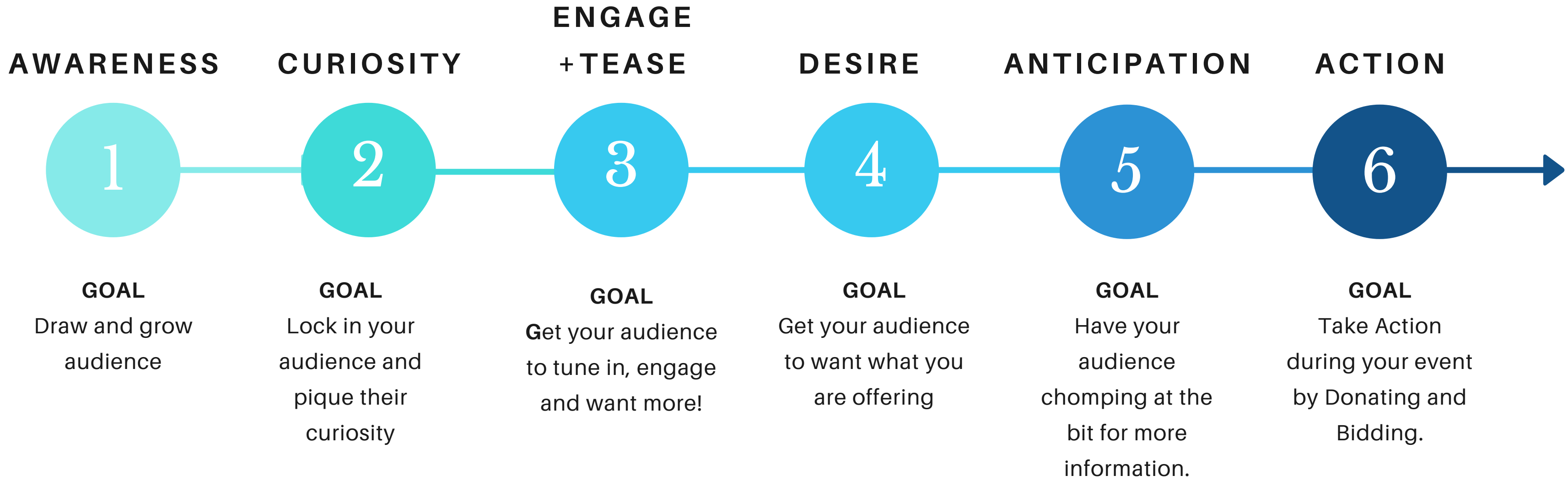
The Power of Pre-Event Marketing

Step by step guide

Preparing your donors and getting them excited is the key to generating competitive bidding.

AMFUND VIP

Pre-Event Marketing Timeline



THE 5 STEPS OF CREATING A COMPELLING GOLDEN PEAR STORY

IDENTIFY



Identify Your
Story

OWN



Own Your Story

TRAIN



Train Your Story
Tellers

SPREAD



Spread the Word

CAPITALIZE



Riding the Wave!



AWARENESS

(6 WEEKS OUT)

The Goal of your “**Save the Date**” is to create posts/eblasts that will attract attention, and get your audience to mark their calendars. It takes **three social media** posts to hook someone. Ask everyone to **Like, Share and Follow** your posts and email blasts. Take pictures of planning sessions and meetings.

Ask everyone you can think of to become part of your “Honorary Marketing Team.” Focus on **building your audience** and capitalize on the six degrees of separation social media offers.

This Week's Posts

- Save the Date Announcement with ask to like, share, follow.
- Pictures/Videos showing planning sessions



CURIOSITY (5 WEEKS OUT)

Send out an **email blast** to all of your supporters and post on **social media** again with your 1) "Save the Date" and 2) "*More news to come in the coming days! Stay tuned for details on how you can invest in your next vacation by investing in our mission and so much more!*"

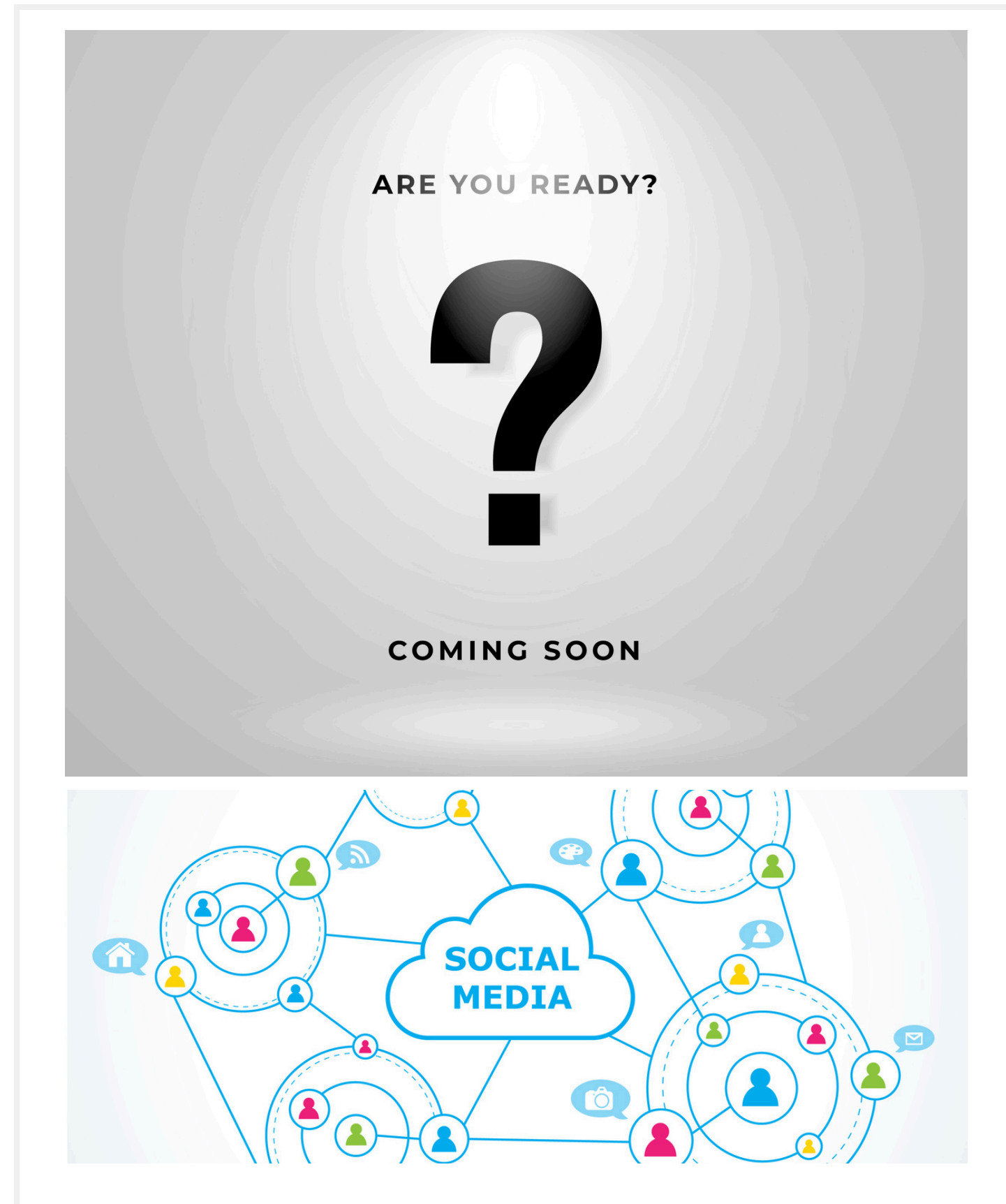
For auction items, make videos talking about the items to pique your audience's interest.

Don't spill the beans about everything all at once! Trickle out information a bit at a time to make your audience curious and tuning in for each announcement leading up to your event.

This Week's Post

-Save the date and more news to come...

-Tease videos/pictures about your items (be vague)



ENGAGE (4 WEEKS OUT)

Send **email blast** and **post** *"Our virtual event is only one month away!"* On social media, ask *"Where would you like to go for your next vacation?"* (We already know what the trips will be, but ask for them to engage with you and respond with their answers.) We will then wow them with the results of your trip collection in 5-7 days.

You should be posting at minimum 1x a day about your event highlighting items, trips, speakers, your cause.

This Week's Posts

- One Month away announcement
- Engaging posts (ex. *Where would you like to go on your next vacation?*" (at minimum 1x a day)



[Need post inspiration?](#)

ENGAGE AND TEASE (3.5 WEEKS OUT)

Post on social media "The results are in!" Send out **email blast** and **social media post** with additional information about your event and "*Last week we asked you where you wanted to go on your next vacation and you responded! Here is just a taste of what is to come at our virtual event!*" Add trip promo video

(<https://www.amfund.org/trippromo1video>) to social media and email blast. Add any items you want to highlight throughout the week, in VERY vague fashion. NO DOLLAR AMOUNTS, Preview coming SOON!"

This Week's Posts

- "The Results are in!" with Trip Promo Graphic



[Need post inspiration?](#)

DESIRE (3 WEEKS OUT)

Post on Social Media and through an eblast: "Here are three of the nine fabulous trips which will be featured in our auction."

*Highlight **3 trips** using the **Trip Teases** (NO specifics, details, or \$ amounts.) and your AmFund representative's contact information.

Post: Trips of a Lifetime Promo Graphic

[Need post inspiration?](#)



DESIRE (2.5 WEEKS OUT)

Post on Social Media and through an eblast: "Here are three more trips choices to add to your wishlist!"

Highlight **3 more trips** using only the **Trip Teases** (NO specifics, details, or \$ amounts.) and your AmFund representative's contact information.

Post: One of the other Trips of a Lifetime Promo Graphics

[Need post inspiration?](#)



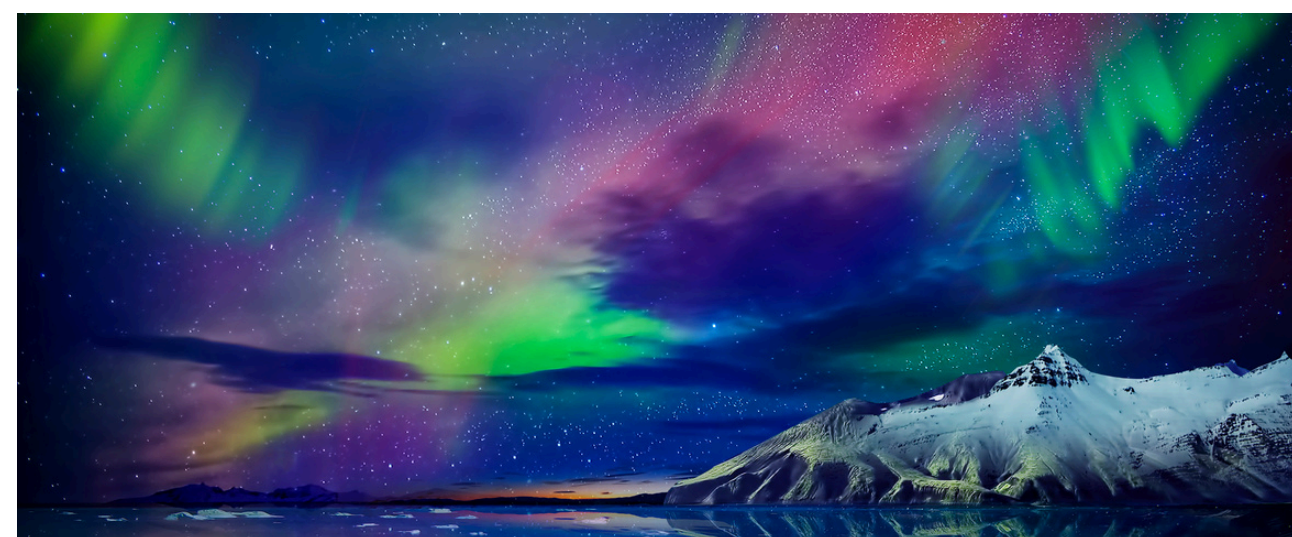
DESIRE (2 WEEKS OUT)

Post on Social Media and through an eblast: "Here are three more trips choices to add to your wishlist!"

Highlight **remaining trips** using only the **Trip Teases** (NO specifics, details, or \$ amounts) and your AmFund representative's contact information.
Post: Trips of a Lifetime

This week's Posts:

-Remaining Trip Teases + Trip Promo Graphic



ANTICIPATION + PREPARATION (1 WEEK OUT)

Post on Social Media and Eblast a "Know before you go." Outline the important logistics information (login/timing) and highlight certain items and guest speakers.

Take this time to let your audience know who AmFund is and how our organization recognized your worthy work all the way from Florida!

This week's Posts:

- Know Before You Go (*[See Example](#))
- AmFund Introduction (*[Provided Verbiage](#))



ACTION

DURING EVENT AND CLOSE

Just before your event: 1-2 hrs before consider doing a live FB "Pre-party" stream of your staff preparing . Have your emcee highlight a trip and especially the 3 years with no blackout dates.

During Your event: Don't forget to highlight a trip or two.

Conclusion of your event: Make sure to remind your audience the auction will be closing 60 minutes after your event. Highlight an item and trip and don't forget to give 60 minute, 30 minute, 15 minute, 5 minute closing announcements through social media and texts.

The Posts:

- "Pre-Party" Live FB Feed and prep pictures

- Closing announcements: 60 min, 30 min, 15 min, 5 min, close!



Social Media Image Sizes

FACEBOOK	TWITTER	INSTAGRAM	LINKEDIN	PINTEREST
1200 x 630	900 x 450	1080 x 1080	1200 x 627	1000 x 1500