



BRIGHT HORIZONS TRUCK DAY BEST PRACTICES: MARKETING STRATEGY

3 - 6 MONTHS PRIOR TO TRUCK DAY:

Determine your Marketing Strategy:

- Design flyers that can be distributed and posted around town in places like libraries, elementary schools, preschools, town halls, mailboxes, and coffee shops. Create an email version of this to forward to others.
- In your marketing materials, be sure to highlight all of the great work the Bright Horizons Foundation for Children does—both parents and children become more invested in the event if they know it's for a great cause!
- Post information about the event online—sites like Craigslist, Patch.com, Bostoncentral.com, and Whofish.org work well. Use your own Facebook page to spread the word as well!
- Contact your local paper and cable station to publicize the event—they may even come and take pictures if you ask nicely! Typically, local papers have a “calendar” section where you can put in a notice about the event a few weeks prior.
- Create posters and signs to hang the week leading up to the event and larger Truck Day signs with arrows to put out the morning of the event.
- Send an email out to Bright Horizons employees and family members and encourage them to forward it to others.
- Design a “List of Sponsors” that highlights the individuals and organizations that contributed vehicles, raffle items, bake sale items, provided activities, or purchased vendor tables. This will be handed out to each person attending the event at the welcome table.
- Make sure all of your marketing materials list a designated contact person—you WILL get emails and phone calls!