

Creating Your eComm Campaign

Recruiting and communicating with participants is a crucial part of any event production.

These steps will keep your participants informed before and after event day.

event 360

Event360.com



6–12 months out

Registration Launch Announcements

After opening registration for your event, the next step is to announce it to the world.

Some groups to start with include:

- Past Participants
- Interest Opt-In Group
- Donors

6 months out through event week

Recruitment Email Campaign

Keep your prospective participants keenly aware of price deadlines and sales:

- Price Deadline Countdown Emails
- Special Promotions and Flash Sales
- Team-Building Challenges
- Volunteer Recruitment

4 months out through post-event

Fundraising Email Campaign

Cultivate new fundraisers and reenergize past supporters through engaging fundraising emails:

- Mission-Related Stories
- Fundraising Challenges
- Participant/Team Spotlight

2 weeks out through post-event

Event Information Emails

Everything your participants need to know before (and after) event day:

- Pre-Event Info Email
- Fundraising Reward Status/Redemption Certificate
- Post-Event Thank You
- Post-Event Survey