



STEP 7: MARKETING FOR THE NEXT EVENT!

You'll want to spread the word about your upcoming events, share tips and stories about your adventures and keep everyone informed and inspired. The best way is to create a social media group (such as Facebook), a website or blog to share news, schedules, stories and ideas. You know your community best so maximize what works in your area. That may include printed flyers, events in community calendars and notices in school or church newsletters. Ask your friends and other parents for tips on how they learn about events in your community.

MARKETING ENGAGEMENT TIPS:

Marketing doesn't have to consist of only ads and flyers; a lot of great marketing comes in the form of relational engagement. Using a platform like a Facebook Group can build community with your group in real-time. Here are some ways you can easily grow your group's engagement:

- **Post weekly ideas** of places that might be of interest for future events. By observing the likes and comments, you'll see which places intrigue the most people.
- **Post articles** or resources from the Children & Nature Network website (childrenandnature.org) or Families Together in Nature Trailhead group (childrenandnature.org/trailhead) that reinforce the link between health and nature for families and children.
- **Ask kids to post drawings** from past events.
- **Ask parents to post videos** of their family reflecting on what they liked best about an event.
- **Ask parents (and/or kids) to reflect on different prompts** such as: *What was your favorite childhood memory in nature? What was the most amazing animal you've seen in the wild?*

