

NVC Event/Workshop Promotion Worksheet

Before utilizing this worksheet, consider reviewing “Forming a Life-Serving Promotion Team” as a guide for effectively dividing workload so all needs are met. This worksheet lists suggested strategies for promoting NVC workshops and events in your community based on success achieved by the Oregon Network for Compassionate Communication (ORNCC). For three consecutive years, ORNCC brought in record attendance to Marshall Rosenberg workshops throughout Oregon, including attendance of over 500 to all two-hour introductory workshops, and more than 250 at half-day intermediate workshops.

Customize this worksheet to meet the specific needs of your event and community. Please remember that this is only a guide. Based on experience and survey research, we’ve ordered the list of suggested promotion methods in order of effectiveness and ease. Since about 80% of people who come to NVC workshops hear about them via word-of-mouth, we encourage teams/trainers to begin by accomplishing the HIGHEST priority methods first. If volunteers have interest, energy, and time to do more, we suggest working your way down the list in order of priority to ensure that limited volunteer time is always well invested. For organization ease, use one worksheet per workshop or workshop series, and record the name of volunteers who will complete the task as well as the date the task was completed.

WORKSHOP TITLE(S): _____ **TRAINER/TEACHER:** _____

DATE OF WORKSHOP(S): _____

LEVEL	METHOD	VOLUNTEER(S)	TOOLS TO USE	TIMEFRAME	STATUS
HIGHEST	Develop a like-minded organization database		Tips for Developing a Like-Minded Organization Database Like-Minded Organization Database Template	Several months before your event (add entries to the database throughout your promotion timeline)	
HIGHEST	Develop or purchase a media list (HIGHEST priority ONLY if you will be promoting to the media)		Tips for Developing a Media List Media List Database Template	Several months before your event	
HIGHEST	Add workshop onto your organization’s web site, if you have one			As soon as event details are finalized	
HIGHEST	Create flyers, posters, and/or postcards to promote your workshop(s).		Sample Flyers Sample Flyer Copy	As soon as event details are finalized	
HIGHEST	Create an email announcement for each workshop you offer. Create an event calendar listing for each workshop you offer. (These listings will be fairly similar)		Sample Email Announcements Tips for Writing Effective Email Announcements Sample Event Listings	As soon as event details are finalized	

LEVEL	METHOD	VOLUNTEER(S)	TOOLS TO USE	TIMEFRAME	STATUS
HIGHEST	Request all area NVC trainers, volunteers and practice group facilitators to distribute workshop flyers at practice groups and other trainings they offer		Your completed flyers	Ongoing from 3 months prior to event	
HIGHEST	Send email announcements to other leaders of NVC organizations in neighboring communities and/or states. Request them to distribute to their community.		Your workshop email announcements	Ongoing from 3 months prior to event	
HIGHEST	Cross-promotion with like-minded organizations – Using your Like-Minded Organization database, identify all organizations where you can post your workshops on event calendars, printed or email-based newsletters, and list servs. Work with organizations to list your event(s) on these publications.		Your workshop email announcements Your Like-Minded Organization Database Tips for Forming Strategic Alliances with Like-Minded Organizations Sample Event Listings Tips for Getting an Event Calendar Listing Published	Ongoing from 3 months prior to event (within publication deadlines)	
HIGHEST	If funds allow, publish an ad promoting workshops in one or more publications that reach your target audiences (such as alternative newspapers, professional organization newsletter for counselors/mediators, etc.)		Your Media List Your Like-Minded Organization Database	From 3 months prior to event, to just weeks before event (within publication deadlines)	
HIGHEST	Email-based promotion - Adapt the Sample Email Announcements send to contacts in the targeted community database.		Your workshop email announcements	Ongoing up to 3 months prior to event (Distribute once every 2-3 weeks)	
HIGH	Promote to Your Friends – Adapt the Sample Personalized Email Announcements. Request all NVC volunteers and/or trainers to add a personal message to the emails and distribute to everyone they know.		Sample Personalized Email Announcements Tips for Writing Effective Email Announcements	Once 2-3 months prior to event, 1 month prior to event, once 2-3 weeks prior to event, once 2-3 days prior to event	
MED-HIGH	Make Personalized Contacts – Have each team member identify 1-2 personal or professional connections they have in the community. Have each meet in person with their contact – provide them with a customized promotion kit, present the concepts of NVC and personally invite them to attend your workshop. Ask the contact to distribute a stack of workshop flyers to their colleagues, customers, etc.		Organizational brochure (if available) Your workshop flyers Customized Promotion Kit (create a customized promote kit with cover letter, benefits lists, article and testimonials or endorsements)	Once 2-3 months prior to event, 1 month prior to event, once 2-3 weeks prior to event, once 2-3 days prior to event	

LEVEL	METHOD	VOLUNTEER(S)	TOOLS TO USE	TIMEFRAME	STATUS
MED-HIGH	Host NVC Introductions Prior to Trainer's Visit – Plan, coordinate and host FREE mini-introductions to NVC 1-2 months prior to your trainer's visit to small targeted groups (such as a group of counselors, teachers, or child care providers). Have workshop flyers available to distribute, allow participants to register for your other events, and sell NVC books/materials.		Your Workshop Flyers Organizational brochure (if available) Organizational banner (if available) NVC books and materials to sell	Up to 2 months prior to event	
MEDIUM	Guerilla Marketing – Work with your volunteer team to brainstorm a list of relevant community events (i.e. peace festival, peace marches, Season of Nonviolence events). Have a small group of volunteers distribute mini-flyers at each event.		Your Workshop mini-flyers	Up to 2 months prior to event	
MEDIUM	Sponsorships – Gather sponsors for your workshops as an easy cross-promotion opportunity. Use the sponsorship form to put the sponsorship in writing, and consult the Tips for Finding Event Sponsors for ideas.		Tips for Finding an Event Sponsor Sample Call for Sponsors Invitation Sample Sponsorship Form Tips for Forming Strategic Alliances	As soon as event details are finalized, and BEFORE flyers are printed	
MEDIUM	Presentations – Considering your main workshop topics, identify 4-5 target organizations that would most likely attend your workshop. Schedule a presentation to each organization – either to a key decision-maker, or a small group of people. Present the concepts of NVC, link NVC to the needs of the organization, distribute a customized Promotion Kit, workshop flyers, brochures (if you have them), and books/materials you've received through the PuddleDancer Press Promotional Giveaway Campaign. Gather the name and email address of all participants; follow-up with an email thanking participants, and an announcement of the event. Request participants to forward your announcement to other colleagues and friends.		Your Like-Minded Organization Database Organizational brochure (if available) Your Workshop flyers Promotional Giveaway Campaign Books/Booklets Customized Promotion Kit (include cover letter, article(s), benefits lists, endorsements and testimonials)	Up to 2 months prior to event	

LEVEL	METHOD	VOLUNTEER(S)	TOOLS TO USE	TIMEFRAME	STATUS
MED-LOW	Post Flyers – Considering the target audiences for your workshop topics, select organizations where you can post flyers or posters on announcement boards. Continue to re-post flyers every few weeks.		Your Like-Minded Organization Database Your Workshop flyers Your Workshop posters	Once 3 months prior to event, each week 1-2 months prior to event; repost 1-2 weeks prior to event.	
MED-LOW	Host a table or booth at major related events –Work with your team to host an event table and distribute event flyers, organizational brochures, and customized promotion kits, and/or to sell books and materials.		Your Workshop flyers Organizational brochure (if available) Organizational banner (if available) NVC Books and Materials to sell Customized Promotion Kits (or have individual pieces like relevant articles, benefits lists and testimonials available to distribute)	Ongoing up to 3 months prior to event	
LOW	Submit NVC Articles to Alternative, and/or Professional Organization Publications -- Write original articles or use our re-printable articles and submit to appropriate area publications that reach your target audiences. Be sure to consult the publication's guidelines for submitting articles (length of article, format).		Re-printable Articles (only some Promotion Kits audiences have re-printable articles available)	Note media publication deadlines to determine timeframe. Submit/print articles up to 1-3 months prior to event	
LOW	Host a Media Event – Work with your local team to plan and host a media event.		Your Media List Media Kit Checklist Tips for Writing a News Release Tips for Planning a Media Event Tips for an Effective Media Interview News Release Template NVC Quotes NVC Endorsements NVC Testimonials Customized Promotion Kits (relevant articles, benefits lists, trainer bio materials, etc.) What Producers and Directors are Saying	Within 2 weeks to 1-2 days prior to event.	