



University of Nevada, Reno Extension Master Gardener Marketing Checklist

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✓ Step 1: Event Planning

- Complete Program Planning Worksheet
- Confirm and book location
- Is there a minimum and/or maximum on the number of participants for the event?
- Are there fees for the event?
 - If yes, how are they being collected?
 - Check, cash, or credit?
- Plan marketing. It is best to start marketing at least 6 weeks before the event. You can do save-the-date notices 6 or more months in advance for larger events that are planned out further (~1 year in advance).
- Who is the best contact for the event? Make sure there is a name, number, and email on all marketing items for participants to reach out.

✓ Step 2: Gather tools & assets

- Create event registration method (if needed)
 - Events.unr.edu (preferred platform for free registrations)
 - Qualtrics (free registrations)
 - Microsoft Forms (free registrations)
 - Eventbrite (paid or free registrations)
 - Paper registration (paid or free registrations)
- Collect past photos, maps, graphics, flyers, handouts, etc. from previous events for inspiration and creating new marketing materials
- Create an agenda for the event (if applicable – can be helpful for event promotions)
- Create marketing items – Use the College's templates, found in the College's brand toolkit (unr.edu/cabnr/brand):
 - Flyer
 - Postcards/invite
 - Rack card
 - Brochure
- Reserve /purchase branded event supplies, as appropriate (e.g., branded tablecloth / table runners, pop-ups, display walls, tents, name badges, business cards, branded apparel.). These items should use current branding (e.g., no Cooperative, UNCE, etc.). There shouldn't be any standalone Master Gardener branding on these items; Master Gardener branding should always be accompanied by Extension branding.

✓ **Step 3: Market your event**

- Create a calendar event on the University's calendar, events.unr.edu
- Reach out to the College's communications team for help with creating a media release
 - The team can also assist with reaching out to local media for interviews
 - <https://www.unr.edu/cabnr/brand/digital-marketing-guide>
- Update your program page on the Extension website with information on the event
- Create an event on the Master Gardener Facebook Page, being sure to add the appropriate Extension County Facebook page as a co-host.
- Schedule at least three social media posts (or once per week until the event) on the Master Gardener Facebook Page and share those posts to the relevant Extension County Facebook Page.
 - Tag social pages of whoever you are collaborating with so they can cross-promote the event
 - Follow the [College's social media post checklist](#) as you promote your event on social.
- Share with others in your office to help cross-promote events in newsletters, social media pages,
- in-person events with handouts, etc.
- Leave flyers or handouts at the place where your event will be held (if applicable)
- Provide event partners with digital and printed flyers and handouts so they can share in-person and on socials
- EXTRA:** Submit event to all free online community calendars (see this [Extension publication for a list of calendars](#)).