

Quick and Easy Ideas for Marketing Chapter Events

1) Craft a generic email to send to local contacts at other organizations like yours. Make it easy to personalize. Say something to the extent, we have an exciting event coming up for your members, and we would love it if you could help us promote it. We read about your event you are hosting and we would be glad to promote it on our listserv, on our social media, and in our next newsletter. Always thank them and connect with them on creating more partnerships at the local/regional level through face-to-face meetings and on social media.

Possible Groups:

- Your local Chapter of the American Planning Association: <https://www.planning.org/chapters/>
- Your State & Local Components (Chapters, Councils and Societies) of the American Institute of Architects: <http://www.aia.org/about/structure/components/aia078541>
- Your District, National or Product Council of ULI: <http://uli.org/councils/>

2) Have your board members each call two people that might have connections to people interested in your event. This will help spread out the word, educate people in networks about your event/your CNU Chapter, and get them learning more about CNU.

3) Have your board members share it on their social media and strategically message different people. This could be on Facebook, Twitter, LinkedIn, etc. Make something short, less than 40 words, and use a shortened URL link using <https://bitly.com>. Be careful not to spam and try to cross-promote their events/links as well.

4) Create a short 100-word press release and send it to the local media / press. See if they would advertise it for free or at a discount. Sometimes the press needs to fill their airtime on the radio or has extra space in newsletters.

5) Take/email flyers to firms, in and throughout your area, where the event will be held. On the flyer, write a short bit on the possible value it may have on their future work. Be careful not to spam them and if you email do your best to personalize.

6) Apply to continuing education credits (AIA and AICP) and advertise CNU-A credits. For more information about the benefits of CNU-A, visit <https://www.cnu.org/get-involved/get-cnu-accredited>.

7) Host your event on CNU.org's Events Calendar. Email the Chapter Coordinator, chapters@cnu.org download the [form](#) or forward information on the event and they will post it for you.

8) Contact the Chapter Coordinator at chapters@cnu.org, (312) 551-7300, and they will brainstorm with you strategies for your locality/region.