



Healthy Communities, Thriving Events: Marketing Fundamentals for Local Leaders

 MAYORS WELLNESS CAMPAIGN®



NEW JERSEY
HEALTH CARE
**QUALITY
INSTITUTE**



NEW JERSEY HEALTH CARE QUALITY INSTITUTE

The New Jersey Health Care Quality Institute's mission is to **improve the safety, quality, and affordability of health care for everyone**. Our **membership** comes from **all stakeholders in health care**. Together with our **100 plus members**, we are working towards a world where all people receive **safe, equitable, and affordable health care** and live their healthiest lives.



MISSION

Improving the safety, quality, and affordability of health care for everyone.

VISION

A world where all people receive safe, equitable, and affordable health care and live their healthiest lives.

VALUES

Frame the problems effectively as it will set the stage of your entire pitch.





MAYORS WELLNESS CAMPAIGN[®]

- The Mayors Wellness Campaign (MWC) is a **statewide community health initiative** that provides **evidence-based tools and strategies** for mayors and community leaders to **help their residents achieve healthier lifestyles** and to **improve overall health and wellness in their communities**.
- The New Jersey Health Care Quality Institute has been leading the Mayors Wellness Campaign in partnership with the New Jersey State League of Municipalities since 2006.
- The campaign includes **over 400 participating communities**, and is growing.



INTRODUCTION

What is Event Marketing?

Promoting an event that an organization plans and hosts. Promotion is designed to get people interested, make them aware of the organization and subject of the event, and keep them coming back to future events.

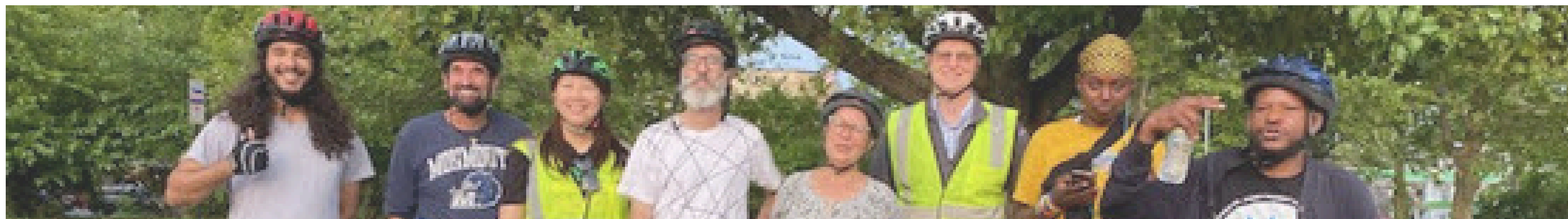
By the end of today's webinar you will:

- Learn event marketing principles and strategies tailored for promoting health and wellness initiatives within your communities
- Be equip with practical tools and strategies to effectively market and promote MWC activities
- Gain valuable insight from discussions with two MWC towns that have successfully marketed and executed MWC programs



BENEFITS OF MARKETING

- **Brand Visibility**: Enhances a MWC town's presence and awareness within the community and target audience.
 - *The MWC can be a marketing umbrella for all things health and wellness in your community, such as, policies, events, workshops, social media awareness, and etc.*
- **Participant Insights**: Gathers **immediate feedback and insights** from attendees.
- **Content Creation**: Generates **content for future marketing efforts**, such as photos, videos, and testimonials.
- **Improved Attendance**: **Increase attendance** for each event by providing ample time and information for people to plan to join the event.

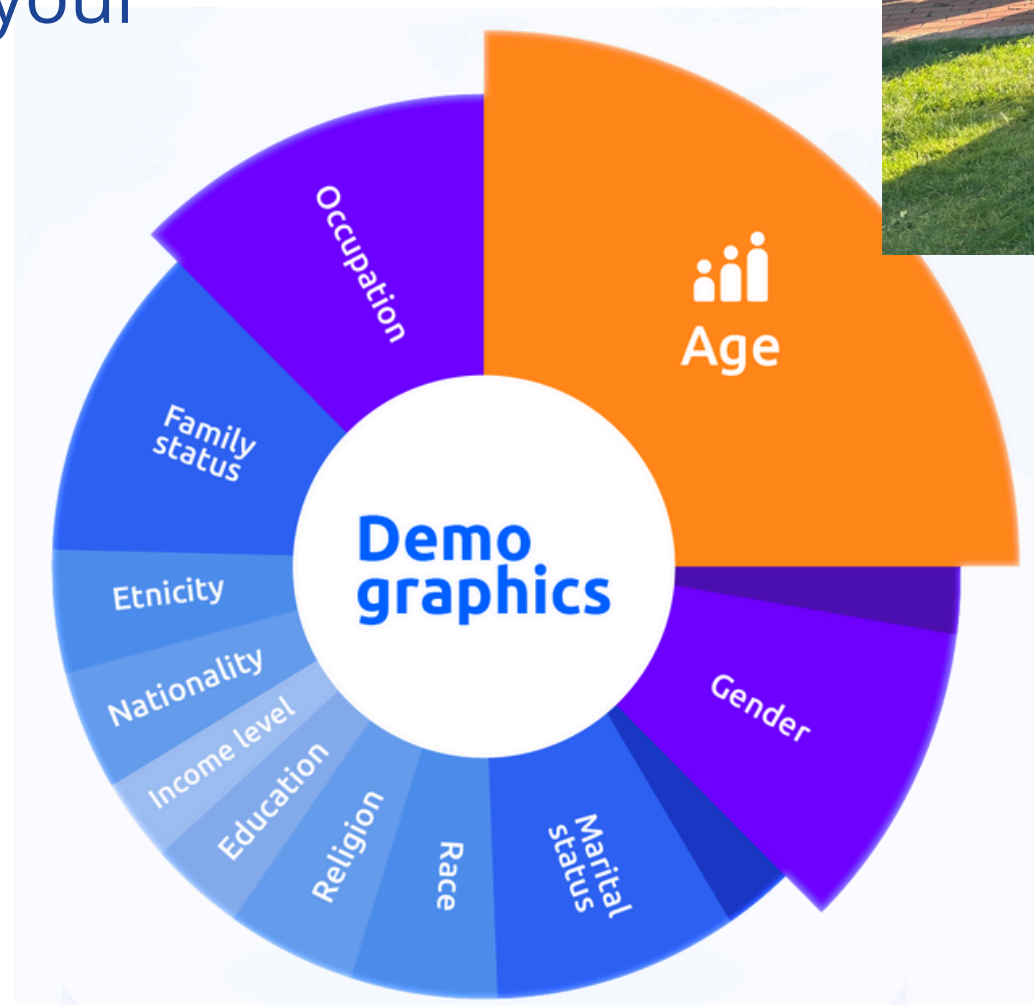


KEY ELEMENTS OF MARKETING

1. **Purpose:** Define **clear goals** of the event
2. **Audience:** **Identify** and **understand** the **specific group** of people that the event is designed to reach.
3. **Event Types:** Choose the **type of event** that aligns with your goals and audience, such as in-person, webinars, charity events, or town festivals.
4. **Engagement:** Create **opportunities for attendees to interact** with your MWC and the topic of the event, as well as with each other via activities, presentations, and networking sessions.
5. **Promotion:** Utilize **various marketing channels** to promote the event and attract attendees.
6. **Follow-Up:** **Engage with attendees post-event** through thank-you emails, surveys, and sharing event highlights to maintain momentum and build long-term relationships.

SETTING GOALS & IDENTIFYING TARGET AUDIENCE

- **SMART Goals:** Specific, Measurable, Achievable, Relevant, Time-bound (deadline)
- **Identify Audience** - *Who Do I Want At My Event?*
 - Demographics
 - What marketing channels does your audience use?



IDENTIFYING WHICH MARKETING CHANNELS TO USE FOR YOUR EVENT

- **Digital Marketing:**

- **Website:** Create a place where residents can easily access **event details** and **registration options**
- **Email Campaign:** Send a **series of emails or e-newsletters to your community's mailing list**
 - Are you reaching a good amount of your residents with this newsletter?
 - What can you do to attain more subscribers?

- **Social Media:**

- Utilize our **templates on Canva** to develop social media campaigns
- Create **event-specific hashtags** like #MWCNJ #MayorsWellnessCampaign #MWCtownname #MayorsWellnessCampaigntownname
- Share **engaging content** such as *behind-the-scenes preparations, sponsor spotlights, and testimonials from participants.*



SOCIAL MEDIA IMAGE EXAMPLE & CAPTION



🙏 A big #ThankYou to **@LittleEggHarborTownship** for inviting us to their planning meeting, where we developed a game plan with community partners like **@MHANJ** and **@RWJ** for their upcoming Mental Health Resource event on September 26! Want to create impactful mental health initiatives in your community? **Check out our comprehensive Mental Health Toolkit for ideas and support:** <https://njhcqi.info/MWCmentalhealthtoolkit>
#MentalHealthMatters #CommunityWellness #MayorsWellnessCampaign #NJHCQI #LittleEggHarborTownship

Call to Action

IDENTIFYING WHICH MARKETING CHANNELS TO USE FOR YOUR EVENT

Traditional Marketing

- **Press Release:** Distribute a press release to newspapers, radio, and/or TV to announce the event.
- **Flyers and Posters:** Design and distribute flyers and posters in high-traffic areas such as community centers, coffee shops, local businesses, senior housing, local clubs, and libraries.
- **Direct Mail:** Send personalized invitation letters/flyers to those who don't use social media, as well as past event attendees.

Partnerships & Sponsorships

- **Sponsorships:** Approach local businesses or organizations for **sponsorship opportunities**; can offer different sponsorship levels with corresponding benefits.
- **Community Partnerships:** **Collaborate with local organizations,** businesses, schools, and clubs to promote, participate, and/or host the event.
- **In-Kind Donations:** Seek **in-kind donations for event needs**, such as catering, venue, decorations, activities, and giveaways

Engagement Activities

- **Pre-Event Engagement:** Social media, polls, save the dates, etc.
- **Event Highlights:** Include food, giveaways, raffles, performances, music to make the event memorable and engaging.
- **Post-Event Follow-Up:** Send thank you emails, share event highlights and photos on social media, and share to the community the impact of the event



Examples



CRAFT A COMPELLING MESSAGE | IMPLEMENTING MARKETING STRATEGIES

- **Value for Audience:** What makes your event unique? What does your audience get by attending?
- **Key Messaging:** Core messages that will resonate with your audience
- **Call to Action:** Encouraging immediate response (register, come in-person, etc.)

- Create a **timeline**, so you can stay on schedule.
- We recommend marketing your event at least **4-6 weeks in advance of the event** date.
- We have a **checklist for you to use** with this information on it.
 - Ex. Timeline:
 - 3-6 months before event, finalize date, venue, & theme
 - 2-3 months before the event, begin social media promotion and email campaigns, etc.



EVENT PLANNING & BUDGETING

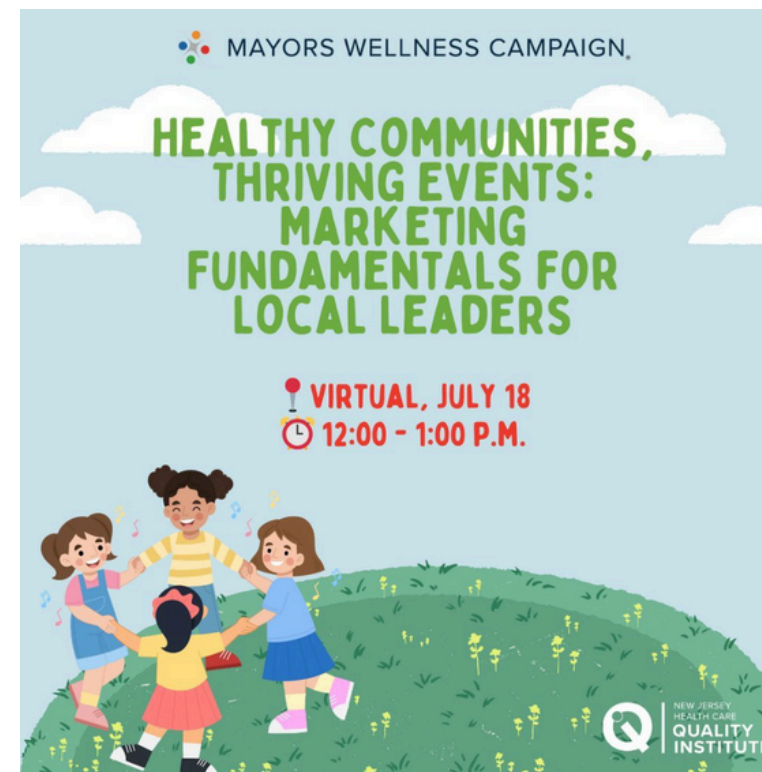
Create a **plan for your event** and determine a budget for event needs such as:

- Location
- Activities/entertainment
- Food, utensils, plates, table cloths, etc.
- Table and chairs
- Staff to run event
- Speakers (*Reach out to Katie for connections to our speaker network*)
- Giveaways or prizes (*These can be donated*)
- Branded materials (*Ex: Reusable bags or pens that say, "TOWN Mayors Wellness Campaign" with the logo*)



NAMING AN EVENT

- Essential to have something **attention-grabbing**.
- Your event is competing with what potential attendees are looking at on social media, news, friends, work, schools, etc.
- You need to **capture attention to retain participants**.
 - People like to know what is in it for them when deciding anything, let alone attending a town event.
 - A good way to grab attention is by telling them right away what they will get out of the event.



REGISTRATION & PROMOTION

Registration

- **Registration** is a helpful way to gauge how many people are interested in attending
- Use free tools to organize registrations for your events
- Expect about a **20-25%** drop off



Increase promotion if registration is low

Strategies to Retain Attendees

- **Engage Participants Early:** personalized invitations and reminders
- **Offer Incentives:** Food, raffles, early registration incentives
- **Maintain Engagement post-registration:** Keep registrants engaged with updates, teasers, and relevant content leading up to the event
- **Address Barriers to Attendance:** Time conflicts, location issues, transportation, child care, food

On-Site Promotion

- **Branding:** Consistent branding throughout the event
- **Engagement:** Activities, contests, games, networking, interactive elements, giveaways
- **Feedback:** Collecting attendee feedback during the event—print or QR code surveys are good for this

VOLUNTEERS AND COMMUNITY PARTNERS

- Engage your local schools, colleges, and universities with internship opportunities for students
- Connect with 4-H organizations in your county
- MWC Sponsors like Sanofi prioritize volunteerism for their employees and would love to collaborate with local MWCs as volunteers.
 - Sanofi is a global healthcare company that discovers, develops and manufactures life saving medicines & vaccines. The company is committed to the communities where its employees live and work. As a result, Sanofi prioritizes volunteerism for our employees who lend their time and talents to help others. If you are interested in learning more, please contact Tasha Wright at Tasha.Wright@sanofi.com.
- Online Platforms and Volunteer Websites
 - [VolunteerMatch](#)
 - [Idealist](#)
 - [All for Good](#)
 - [Sharing on Social Media with specific asks and contact information](#)

REFERENCE & TOOLS

1. Easy Graphic Design for Emails, Social Media, Flyers, etc:

- a. Canva
- b. Adobe Express
- c. PostermyWall

2. Email Marketing:

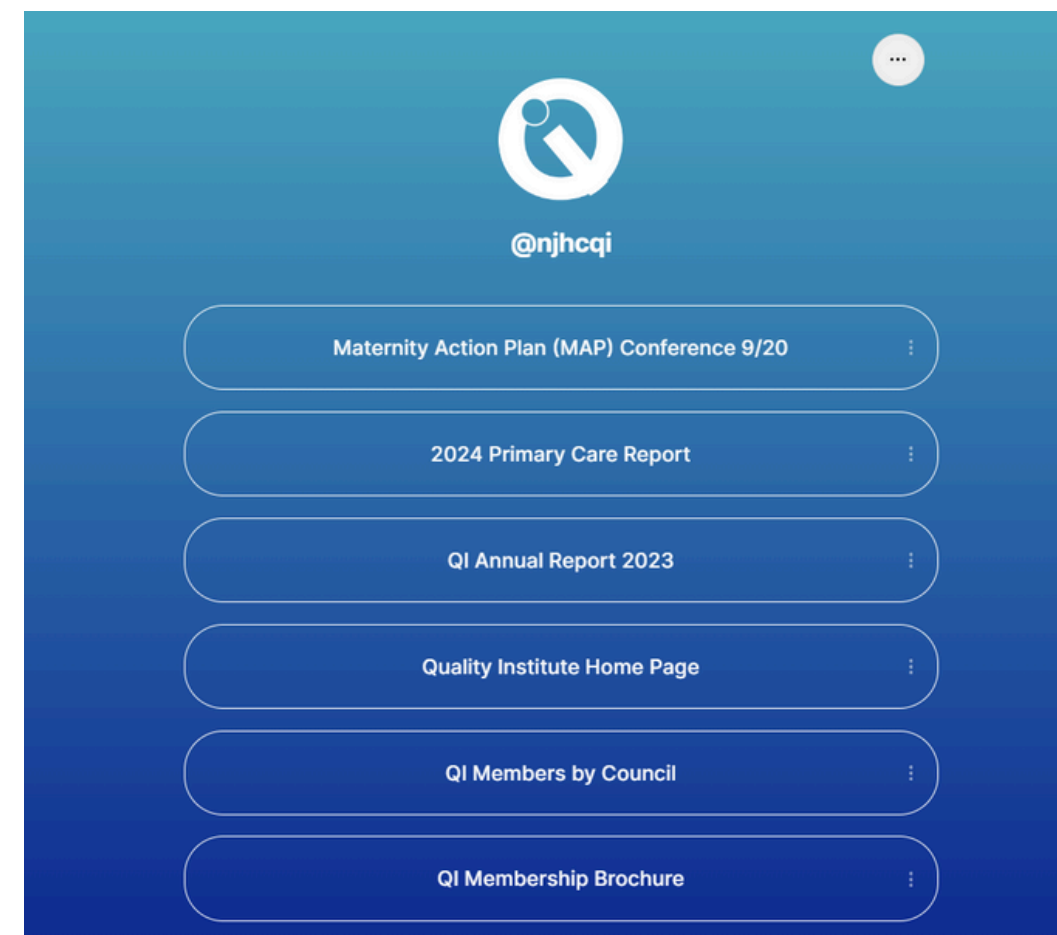
- a. MailChimp
- b. Constant Contact
- c. HubSpot
- d. Bitly or TinyURL

3. Registration/Survey Tools:

- a. Linktree
- b. Google Forms
- c. Municipality Calendar/Registration System



Using Linktree can help keep all your events in one place



PANEL & DISCUSSION



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Q&A



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