

# 7 Essential Must-Dos For NonProfit Event Marketers

Many nonprofit event marketing strategies are similar to those used by for-profit events - content plans, social media schedules, influencers, email marketing, etc - but nonprofit organizations know how to find their supporters online and channel them to create buzz and action to support their cause.

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- 1 Apply For a Google Grant

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- 2 Use Facebook Events

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- 3 Submit to Free Local Community Calendars

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- 4 Connect With Local, County and State Culture Councils & Visitor Bureaus

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- 5 Choose a Catchy But Memorable Name

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- 6 Have an Online Marketing Budget and Know Your Target Audience

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- 7 Get Your Fans Social

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