

Basic Low-Cost Marketing Checklist

2025 American Gourd Society Leadership Summit

1. Create Core Marketing Materials

Simple event flyers (one for each event)

Updated membership info sheet clear benefits, fee, and how to join.

Sign-up sheets for email addresses at every event.

2. Promote Every Event (Minimum 3–4 Weeks Ahead)

Post on Social Media (Facebook, Instagram)

- Event listing 3–4 weeks out.
- Weekly countdown posts.
- "Behind-the-scenes" sneak peeks (ex: prepping kits, sample gourd art).
- Reminder post 2–3 days before the event.

Create Facebook Events

- For each workshop or gathering - invite your followers and encourage members to share.

Email Campaign

- 1 announcement email per event (4 weeks out).
- 1 reminder email (1–2 days before the event).

Post on Free Community Calendars

- Local newspaper websites.
- Community centers.
- Public libraries.
- Chamber of Commerce event calendars.

Flyer Drops

Post flyers on bulletin boards at: Coffee Shops, Garden Centers, Craft Stores, Senior and Community Centers.

Ask Members to Share

Give members sample posts or graphics they can share on their personal Facebook or Instagram pages.

3. During the Event

Take photos and short videos (even casual ones on a phone) - show people having fun. Collect email addresses and ask if they'd like to be notified about future events.

4. After the Event

Post event photos on social media and a thank you to those who attended.

Email attendees: thank them, invite them to the next event, and a reminder about joining the membership.

Low-Cost Tips:

- Use Canva to create reusable templates for flyers and posts. Free to use.
- QR Codes: Free to create in Canva. Can link directly to your website, membership page, next event, or survey form.
- Incentivize Sharing: Offer small raffle prizes if people bring a friend to an event or share your posts on their own social media. (Have them tag your event or page to keep record of who shared.)