

Instructions for Self-Promoting Your Shop's Participation in the Brakes for Breasts Program

1. **Timing:** Start your promotional activities about 10-14 days before the event. This gives the community and local organizations adequate time to plan their attendance or coverage.
2. **Press Release:** Distribute a press release detailing your auto shop's involvement in the Brakes for Breasts program. Mention the significance of the event, the date, time, and location, as well as any special offers or promotions you might be running in conjunction with the program (you can grab a template from the B4B website resources page).
3. **Engage with Local Organizations and News Outlets/Stations:**
 - Send personalized emails or invites to influential local organizations, such as the Chamber of Commerce, Rotary, BNI, and any other groups your business is associated with.
 - Google news stations and new papers in your area (radio and TV + print). Send personalized emails with a press release attached.
 - In the chance that local newspapers don't cover the event, you might consider pitching a story to local business reporters. Frame it in a way that highlights how your auto repair shop is flourishing in inflationary times, while actively participating in community efforts.
4. **Community Calendars:** Add the event to local community calendars. Check platforms like The Patch or other regional dailies and weeklies. Some platforms like NewsBreak might also feature community events.
5. **Social Media:** If you haven't done so already, create a Facebook event for the Brakes for Breasts program participation. This not only helps spread the word but also allows attendees to RSVP, enabling you to estimate attendance.
6. **Follow-Up with Media:**
 - About 2-3 days before the event, send out personalized email reminders to specific reporters you'd like to target.
 - Paste the press release within the email body for easy access and reference.
7. **Collateral:** Utilize a promotional flyer for the event. You can make one yourself at Canva.com. If there's a previous press release or any other collateral, make sure to have them ready for distribution.
8. **Next Steps:** If you need further assistance, consider seeking professional help in ensuring the publicity of the event. It's important to have all your promotional materials prepared and ready for distribution.

Good luck with your event!

Best regards,

-Chris Lawson, Technician Find

