



biasbrewing

COMMUNITY PINT NIGHTS

MARKETING & OUTREACH

The success of these fundraising events relies heavily on outreach. We ask all our pint night partners to jump on marketing their events at least a month out and consider the following suggestions to help advertise the event and bring in a crowd. Questions? We're here to help—email liz@biasbrewing.com. Thanks!



Send an email invite or newsletter to all your members and ask them to join you. Send it out well in advance and then send a reminder blast a few days before. Add any fun details like a live raffle info or new member sign-ups that will be happening the night of the event.



Create a cool flyer or poster to hang up at different public locations across town. If you need help with creating content or art featuring our logo please reach out to us immediately so we can ensure they print in time to be hung 3 weeks in advance of your event date.



Please create a Facebook event (at least 3 weeks in advance) and ask all your followers to share with friends. Add Bias as a co-host so we can share with our followers as well. Create multiple posts to hype up your followers (post pics of raffle items, etc.) and tag us! If you need help creating a cover photo please let us know as soon as you accept the pint night date.



Add your event to the local papers digital event calendars:

Flathead Beacon:

www.flatheadevents.net

Daily Interlake calendar:

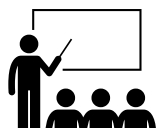
dailyinterlake.com/events

Be sure to tag us and link back to Bias Brewing page when you're posting on social media so we can share and get it out in front of our followers.

NIGHT OF FUNDRAISER, 5-8PM



Please be sure someone from your organization arrives 20–30 minutes prior to 5pm in order to set up a table. Visuals are highly encouraged! Bring fliers, membership forms, photos, and any branded merch or table material that describes your organization and mission.



Somebody from your organization should be around the table or identifiable for the entire evening until the brewery closes. Please connect with the bartender or manager on duty when you arrive to make yourself known. Let us know if you need anything for the night, we're here to help!



Grab our mic and share info about your organization and why you're raising money. Something short and sweet is best, please coordinate with the manager on duty about timing of this chat. Are you doing a raffle as well as raising \$? How can folks get involved?



Feel free to walk around to talk up your organization and take photos to post in real-time on your social media page but be mindful of your timing and folks who may not want to be on camera. Thanks for taking your printed materials with you at the end of the evening and email us the following week so we can be sure to write you a check!