

# Host-your-own Open Streets Fundraiser: Communication Timeline

Note: Please tag us in anything on social media and we will cross-promote!

- Instagram: @ourstreetsmn
- Facebook: <https://www.facebook.com/ourstreetsmpls>
- LinkedIn: <https://www.linkedin.com/company/3116761/>
- Twitter: @ourstreetsmn
- TikTok: @ourstreetsmn

Use our hashtags!

- #StreetsForPeople
- #PeopleFirstTransit
- #OurStreets
- #BringBack6th
- #TwinCitiesBoulevard
- #PlowMPLSSidewalks

## 30 Days Out: Send out an invitation

Set up a [Facebook](#) or [Eventbrite event](#) where you can manage RSVPs. Other alternatives are a [free evite](#) or [app like Hobnob](#). You can make it a hybrid event by also [fundraising on Facebook](#). We encourage you to pair this with posting on your personal social media channels. Utilize [provided graphics](#) for event invitations! Please reference our [logos and usage guidelines](#).

Consider inviting people outside your circle who are leaders in your community. If open to the public, consider flyers and submitting to local papers and media outlets to include on their event calendars.

Your invitation should include:

- Date and Time
- Location
- Fundraising Goal
- Why you want to fundraise for Our Streets
- More about Our Streets MPLS (maybe include [mission statement](#) in details)
- Whether food/drink/activity/entertainment will be provided

## 25 Days Out: Send targeted reminder to those that didn't immediately RSVP.

"I'm so excited to be hosting my own fundraiser for Our Streets MPLS! If you're unfamiliar, I love this organization because [insert personal anecdote]. I'd love to see you there, but if you're unable to make it, you can support my fundraising efforts by making a gift on their website."

## 20 Days Out: Let people know something more about the event.

Don't miss out: we will have *[macaroons, special drinks, speaker from the community, a raffle]*! If you're able to come, please pass along and invite a few of your friends!

If public, print flyers and post around your neighborhood! Email [info@ourstreetsmn.org](mailto:info@ourstreetsmn.org) if you want one designed for you.

## 14 Days Out: Ask people to share the event or invite 2 friends.

Looking forward to the party on [insert time & date]! Spread the word and share the event with friends and family. We have a goal of raising [insert fundraising goal] for #StreetsForPeople!

## 7 Days Out: Reminder to those who have not RSVPed.

Reach out individually to people you'd really like to attend that haven't yet RSVPed and see if they are able to come. If yes, ask if they can spread the word to friends and family. If no, let them know they can still [donate online](#).

Share on your personal social media channels if you haven't already and be sure to tag us.

## 2 Days Out: Reminder on your social media channels and in the event group.

If using Facebook Events, start a discussion by asking about connections to Our Streets, transit, Open Streets MPLS, and what people would like to see in their community as it relates to the mission of the organization.

Give an update on your fundraising goal.

Share on your personal social media channels if you haven't already and be sure to tag us.

## 1 Day Out: Final reminder!

Wrap up those final RSVPs and ask people to share widely if they haven't already.

## Day of: Post your event setup on social media.

Post images of raffle items, food, drinks, decor, Our Streets tabling materials, etc. Generate excitement for the event and thank people who have donated online already.

During the event, post to Instagram and Facebook stories of some of the fun. Involve people who aren't able to attend with a call-to-action to donate online.