

## PR Matrix

	<b>WEBSITE</b> Which partners & allies will post on their website?	<b>SOCIAL MEDIA</b> Who will share? Which platforms?	<b>E-NEWS</b> When is content due?	<b>INTERNAL COMMUNICATIONS</b> Which partners & allies will encourage staff, volunteers, & board members to attend?	<b>PERSONAL INVITES</b> Who can send personal invitations? To whom?	<b>PRESS RELEASE</b> Who can write and send a press release?	<b>FLIERS</b> Who can create & distribute fliers? How many?	<b>COMMUNITY CALENDARS</b> Who can populate online calendars?
<b>Lead Partner</b>								
<b>Collaborating Partners</b>								
<b>Allies</b>								

**Lead Partner:** That's you!

**Collaborating Partners:** These are the groups most closely connected to the event.

**Allies:** These are groups who may not be officially involved, but who share your values and, if asked, will probably help promote. **This includes SPEAKERS!**