

PR Matrix

	WEBSITE Which partners & allies will post info on their website?	SOCIAL MEDIA Who will use social media? Which platforms?	E-NEWS Who can include info in their e-news? Deadlines?	INVITATIONS Who can send personal invites to staff, volunteers, & board members?	MEDIA PITCH Which journalists & outlets might be interested? Who can invite them to learn more?	FLIERS Who can create & distribute fliers? How many?	COMMUNITY CALENDARS Who can populate online calendars?
Lead Partner							
Collaborating Partners							
Allies							

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.