



CARROTMOB IS COMING CHECKLIST

DETAILS AND LOGISTICS

- When will you have the event? What day of the week and what times during the day?
- How will you handle a large flow of people during the event? Add an extra line? Bring in more cash registers?
- Do you have enough staff on hand for the event? Will you need some Carrotmob volunteers to help with serving, stocking, etc.?
- Do you have enough product on hand?
- Are you willing to be listed as a contact for press releases? Would you like to run through what to say together?

PUBLICIZING AND MARKETING THE EVENT

- Write a blog post giving the details on the event including date, time, location, business, commitment by the business, and social issue of focus
- Send out press releases to local news sources—newspapers, magazines, radio channels, etc.
- Set-up a Facebook event to track the number of people estimated to attend
- Tweet about the event
- Do they want to budget some resources for marketing? I.e. poster and flyer costs?
- Where else would you suggest publicizing and getting the word out?