**November 21: Day of Promotion**

While we are asking partners to do regular and ongoing outreach and recruitment for Arrive Together, we are also asking for a coordinated day of promotion across the whole state through all of our partnering organizations.

On the November 21 Day of Promotion, we are hoping to make a loud call across the state for people to register for the summit. Here are some ideas for how you can participate in the Day of Promotion!

**5) Send an email blast to all of your organization’s members reminding them to register and then to invite their friends.**

**4) Schedule several Facebook and Twitter posts about the event on your organization’s social media accounts.** If you are unable to be online on the 21st, you can schedule posts ahead of time [through Facebook](https://www.facebook.com/help/389849807718635?helpref=uf_permalink) and on Twitter [through Tweetdeck](https://support.twitter.com/articles/20169620).
*Bonus:* Share the posts from your organization to your personal Facebook timeline.
*Another bonus*: [Invite all of your friends to the Facebook event](https://www.facebook.com/help/213851145302199?helpref=faq_content).

**3) Hand out coupons for tickets to the event at every meeting this week.***Bonus*: Hand some out to your family, friends and coworkers.

**2) Do something creative to engage your members who are already attending or who are engaged in transportation issues.** Post quotes on your social media accounts or your website about why transportation matters to your members and link to the registration page. Members can ride the bus in your community and hand out coupons to the other passengers. There are plenty of fun ways to spread the word about this event!

**1) Call through a list of your organization’s members.** A phone reminder is the best way to get people to finally register.
*Bonus:* Call some of your personal contacts and invite them to attend the event with you or to promote the event through their personal networks.