THE PATTERSON FOUNDATION



Suncoast Remake Learning Days

Labinar #3 Marketing Tools & Strategies

Suncoast remake learning days
Presented by

Build Your Marketing Plan

AUDIENCE
Who am I trying to reach?

MESSAGE
What will make them want to come?

CHANNELS + TOOLS
Where will I reach them, and what will I use?

TIMELINE
When will I reach them?



Marketing Plan Builder

Build your event marketing plan as you move through the four steps.

STEP 1. AUDIENCE

My Core Audience
Who is this event really designed for?

My Extended Audience
Who else might enjoy or benefit from the experience?

STEP 2. MESSAGE

My Working Elevator Pitch
What will make them want to come?

STEP 3. CHANNELS + TOOLS

Channels
Where can I reach my audience—online and in the community?

Tools
What will I use to share my message?

STEP 4. TIMELINE

When	Goal	My Action
6–8+ weeks out	Build Awareness	
3–6 weeks out	Build Excitement	
1–2 weeks out	Make the Ask	
Final Days	Last Call	

MY NEXT ACTION
What's the first thing I'll do to move my marketing forward? _____

Who Is Your Audience?

CORE AUDIENCE

Who is this event really designed for?

EXTENDED AUDIENCE

Who else might enjoy or benefit from it?



Build Your Plan: Audience

Add your Core Audience + Extended Audience.

STEP 1. AUDIENCE

My Core Audience
Who is this event really designed for?

My Extended Audience
Who else might enjoy or benefit from the experience?

Your Elevator Pitch

A short, compelling invitation to your event.
About 30 seconds.

The listener should quickly understand:

- What is it?
- Is it for me?
- What will we get to do?
- Why would we want to be there?

ELEVATOR PITCH WORKSHEET

What is an elevator pitch?
A short, compelling invitation to your event—something you could share in about 30 seconds. It doesn't tell someone everything. It gives them enough to want to know more.

STEP 1: KNOW WHO YOU'RE INVITING
My Core Audience:
Be specific. Instead of "families," think: families with children ages 3–6 interested in art.

STEP 2: IDENTIFY THE EXPERIENCE
What will families actually DO?
Think about active words:
make • try • explore • discover • create • experiment • move • build • experience

STEP 3: GIVE THEM A REASON TO CARE
What makes this experience worth their time?
What will make it fun, useful, surprising, meaningful, memorable, or different?

STEP 4: BUILD YOUR PITCH
We're inviting [AUDIENCE] to [EVENT], where families will [WHAT THEY'LL DO]. Join us [DATE at LOCATION] for [BENEFIT/FEELING/TAKEAWAY].
My First Draft:

GIVE IT THE 30-SECOND CHECK

- ☐ CLEAR — Can I understand it quickly?
- ☐ SPECIFIC — Can I picture what we'll do?
- ☐ RELEVANT — Does it speak to my audience?
- ☐ INVITING — Does it make me want to participate?

WANT HELP POLISHING IT?
Give an AI tool your event details, then try:

- Make this clearer and more exciting for families with elementary-aged children.
- Give me three versions that sound warm and playful.
- Cut this to two sentences without losing the hands-on experience.

Elevator Pitch Examples

BEFORE

Join us April 30 from 10 a.m.–noon for a marine science event featuring educational activities for children and families.



What changed?

AFTER

Dive into marine science as your family tests what floats and sinks, explores fascinating sea life, and creates a jellyfish sculpture from recycled materials to take home. Join us April 30 from 10 a.m.–noon for a FREE morning of underwater-inspired learning and fun—including “Sea Turtle Snacks”!

Build Your Plan: Message

CLEAR · SPECIFIC · RELEVANT · INVITING

We're inviting [AUDIENCE] to [EVENT], where families will [WHAT THEY'LL DO]. Come [DATE/LOCATION] and [BENEFIT/FEELING/TAKEAWAY].

STEP 2. MESSAGE

My Working Elevator Pitch
What will make them want to come?

Three Circles of Reach

Think about all the people and places that can help you spread the word.



Use all three circles to reach your audience through people and places they already trust.

Channels + Tools

CHANNEL

WHERE you reach people

SCHOOL NEWSLETTER · FACEBOOK GROUP · COMMUNITY CALENDAR · LIBRARY · EMAIL LIST · EXISTING COMMUNITY EVENT

TOOL

WHAT you use to share your message

FLYER · SOCIAL GRAPHIC · EMAIL COPY · PHOTO · EVENT DESCRIPTION · QR CODE

Choose the channel first. Then choose the tool that works there.

Build Your Plan: Channels + Tools

Add 2–3 channels and the tools you'll use to reach your audience.

STEP 3. CHANNELS + TOOLS

Channels
Where can I reach my audience—online and in the community?

Tools
What will I use to share my message?

Your Event Marketing Countdown



6–8+ WEEKS OUT

BUILD AWARENESS

Get on their radar.



3–6 WEEKS OUT

BUILD EXCITEMENT

Give them a reason to care.



1–2 WEEKS OUT

MAKE THE ASK

Ask them to come.



FINAL DAYS

LAST CALL

Don’t let them forget.



EVENT DAY

WELCOME + CAPTURE

Create a great experience and share the impact.

One post is not a marketing plan.

Build Your Plan: Timeline

Add one action for each phase.

STEP 4. TIMELINE

When	Goal	My Action
6–8+ weeks out	Build Awareness	_____
3–6 weeks out	Build Excitement	_____
1–2 weeks out	Make the Ask	_____
Final Days	Last Call	_____

Welcome to this gathering of "Wonder Makers"

FRIENDSGIVING

Suncoast remake learning days

Come spend some time with your Suncoast Remake Learning Days friends, old and new.

Thursday, November 5 | 4:00p – 5:30p

The Ora: 578 McIntosh Rd. Sarasota, FL

- Get information about SRLD 2027
- Experience exciting hands-on learning
- Have an old laptop, tablet, or cellphone? Bring it to donate.

Food, Fun, Friendships + Opportunities to Do, Discover and Connect

CLICK HERE TO REGISTER

SEARCH QRS.LY/GIHHTTU

OR

SCAN HERE

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You've created something worth discovering. Now let's help families find it.

Start with your audience.

Give them a reason to care.

Reach them through people and places they already trust.

And don't rely on telling them just once.











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