



**51st Annual Professional Municipal Clerks Week
May 3 - May 9, 2020
PROMOTION CHECKLIST**

Professionalism in Local Government Through Education

Successful promotion of any event requires careful preparation and planning. Use this checklist to organize your promotion of Professional Municipal Clerks Week.

GETTING ORGANIZED:

- Organize a committee of volunteers to help you.
- Decide the type of things you want to do during Professional Municipal Clerks Week.
- Keep a record of everything you do to use for future reference.

BEFORE MUNICIPAL CLERKS WEEK:

- Plan the different things you will do during Professional Municipal Clerks Week.
- Make a poster/display for your office or prepare informational materials to distribute.
- Contact local schools to arrange a visit to discuss local government or to schedule a time for students to visit your office.
- Arrange to give a speech to a community group or club on your role as a Municipal Clerk.
- Send a copy of the Proclamation to your council, mayor or state legislature.
- Inform community leaders, government agencies and your staff about Professional Municipal Clerks Week.
- Send the news releases and fact sheet to the local media two to three weeks before Professional Municipal Clerks Week. Use the sample news and radio releases in IIMC's Professional Municipal Clerks Week Press Kit as a model. Or, write your own release describing what type of events you have scheduled during that week. Be sure to include your name and number as the contact person. Call the media to make sure they have received the release and if they need additional information.

DURING PROFESSIONAL MUNICIPAL CLERKS WEEK:

- Prepare and have ready any informational material.
- Contact the media the day before the scheduled event(s) to ascertain they have all the information.
- Be sure to photograph or videotape the event(s).
- Submit a follow-up news release along with photos to the local newspaper(s).
- Submit a news release along with a video to the local cable or news station.
- Have fun.

AFTER PROFESSIONAL MUNICIPAL CLERKS WEEK:

- Review what happened. Were your goals/expectations met? What could be done differently in the future?
- Send a report of your efforts along with newspapers clippings and photos to IIMC Headquarters.