

# THE O3E GUIDE TO STELLER ENGAGEMENT AT YOUR NEXT EVENT



Congratulations on choosing to include a CSR activity within your next event!

You're clearly awesome, and totally understand that not only is this a super wonderful thing to do for charity and your community, but that selfishly, it really will lead to the best level of engagement and warm fuzzies you and your delegates have ever experienced!

To make sure you maximise your engagement opportunities, we've pulled together this short but very sweet guide, to maximising your engagement through CSR.

## 1. Before the Event

- Start to create a community around your event.
- Tell delegates what you're doing, who it's for (the Charity), who will benefit from taking part in your activity (the people/children supported by the charity)
- Point out the positive impact that 5 minutes of their time will have
- Create your own event #tag. If you're part of a bigger event, then start using theirs as well!
  - OnBoard challenge? why not encourage #onboard, e.g. "who will get #onboard?" or "Give us a HIGH FIVE (emoji) if you will get #onboard!" – ask for a 'high five' to encourage engagement
  - Building Bikes? #charitybikebuild is popular
- Build interest, enthusiasm and engagement across social media channels and a targeted newsletter or email.
- Encourage sharing – "Tag your friends & colleagues to get #onboard" or "Tag a friend to get #onboard with you" or "Tag your #onboard team members!" or "Tag your #charitybikebuild team members" You get the idea....

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## 2. During the Event

- Repeat all of the above! Keep the social media energy up – sharing pictures and video of the CSR activity in action!
- Video delegates to get their feedback & share on FB Live or Insta stories
- Encourage delegates to share their own photos of their painted skateboards or assembled bikes etc, using your #tags – ask that they tag a friend, who should come along and join in!
- Consider offering a prize for the picture with the most ‘likes’ on your #tag feed by 5pm – keep the prize community minded. For example, if you’re building skateboards – offer the winner their own skateboard to donate to a charity of their choice!
- Capture names and emails, to be able to forward photos and a thank you from the charity!

## 3. Post Event

- Thank you, thank you, thank you – Thank the venue, thank the delegates, thank the charity, thank the event organisers. Use all of the #tags for event and venue
- Share your ‘story’ – how many skateboards or bikes were built, how many delegates helped, quotes from people on the day, quotes from the charity
- Create a beautiful follow-up newsletter to send thanks to everyone who participated in your challenge. Ideally include photos and feedback from the charity you supported
- At the bottom of your newsletter, offer the chance to remain in touch with you, by including a ‘sign-up/subscribe’ link at the bottom of your message
- Remember to adhere with GDPR when managing your data.
- Create a beautiful case-study of your event to show-case your awesomeness!