



Tips for a Successful Event

When planning an event to benefit the EFEPA, take some time to research what types of events are currently being planned. Check the EFEPA website at www.efepa.org and other Philly based event listing sites (phillyfunguide.com, aroundphilly.com, aroundmainline.com, phillymag.com, phillystyle.com, etc). Try to steer away from events that are similar to existing ones. Be creative and focus on current trends to develop a unique and attractive event.

Some types of events you can consider include:

- Dress Down Day
- Clothing Store Fundraiser, 15% of purchases go to charity
- Neighborhood Card Night
- Tupperware/Makeup/Food Party
- Car Wash
- Bowling Party
- Carnival/Festival
- Raffle
- Bake Sale
- Craft Sale
- Bingo Night
- Poker Tournament
- Guest Bartender
- Cocktail Party
- Dinner or Happy Hour at a Restaurant or Bar
- Auction Game Night
- Golf Tournament
- Sporting Event
- Dance
- Art Show

To make your event as successful as possible, you will need to spend considerable time on promotion. Getting the word out about your event can include social networks, like Facebook and Twitter, flyers, posters, emails, hosting your own website and general public website postings (see above and also consider sites such as craigslist.org, eventsetter.com, eventguide.com, philadelphia.com, philadelphiaweekly.com, and citypaper.net). Write and send out a press release to promote your event in local press venues. Talk about your event as much as possible to take advantage of Word of Mouth advertising.