



How to Spread the Word About Your Event

Suggestions for Promoting your Pancake Breakfast with Social Media

KRUSTEAZ ON SOCIAL

We're really excited to hear what you and your organization are doing. Please be sure to tag Krusteaz in all your social posts about your pancake fundraiser, so we can help you spread the word about your event and share tips and tricks with your fans for making the perfect pancakes. Here's where you can find us:

- Facebook [Facebook.com/Krusteaz](https://www.facebook.com/Krusteaz)
- Instagram [instagram.com/Krusteaz](https://www.instagram.com/Krusteaz)
- Twitter [Twitter.com/Krusteaz](https://twitter.com/Krusteaz)
- Pinterest [pinterest.com/Krusteaz](https://www.pinterest.com/Krusteaz)

BEFORE YOUR EVENT

- If your organization has a presence on Facebook, Twitter, Pinterest, YouTube and/or Instagram you'll want to be sure you reach your social media fans and followers with information about your pancake breakfast fundraiser.
- In the weeks leading up to the event, post pertinent information about your fundraiser (when, where and why) on your social channels. Include images and video whenever possible (visit Krusteaz.com to grab photos of delicious pancakes).
- Create an event on Facebook and invite your fans and friends to attend. This will be a great place for you to post any event updates and for your fans to ask any questions. Be sure to respond to your fans in a timely manner and with accurate information.
- Suggested posts for both Facebook and Twitter:
 - Join us on (insert event date) for a pancake breakfast featuring @Krusteaz and benefiting (insert what the fundraiser will benefit). Learn more at (insert link to Facebook event)
 - Enjoy your Saturday morning pancakes with us this weekend! (insert link to event) (insert photo of pancakes) #pancakes #Krusteaz #(insert name of your town)
 - Thanks to @Krusteaz, we're hosting a pancake breakfast to benefit (insert what the fundraiser will benefit). We hope you'll join!

DURING AND AFTER YOUR EVENT

- Display a welcome sign at your event entrance so attendees know where to enter. Download the Krusteaz logo on KrusteazGivesBack.com for inclusion on your sign so attendees know that they'll be enjoying delicious Krusteaz pancakes. Add your website and social accounts to the sign, so attendees know where they can interact with your organization online.

- Be sure to share lots of images from your event both during and after it takes place.
- Include information about the success of the event such as the number of pancakes served and money raised for your selected charity.