Being visible at community events

Southern Minnesota Initiative Foundation

Goal: Being visible at community events helps build relationships. Attend local events to tell people who you are and what they can do with your resources. You can help them remember you by giving them items with your logo and mission on them. Even better if the giveaways are made by local businesses!



How to set up a table at an event:

- Write down two local events that you could attend as a “vendor” (an organization that sets up a table) in the next year.
  - Examples: fairs, farmers markets, festivals, Pride and other events
- Order a tablecloth with your Community Foundation logo on it.
- Bring a stack of brochures that explains what your Community Foundation does, with examples of projects that have been funded.
  - Make sure to include contact information and website.
- Order small giveaways that you can put your logo on like stickers for water bottles, microfiber cloths, magnets and other affordable things people will actually use.

Tips:

- Share when you’ll be at an event on your social page and include a picture of your new giveaways.
- If you don’t have a local business that can make giveaway items for you, consider working with Corporate Recognition (Owatonna), or for stickers use Sticker Ninja (stickerninja.com).