



COFFEE BREAK® – MARKETING INITIATIVES

HOW TO BOOST YOUR COFFEE BREAK!

Thank you for hosting a Coffee Break. Below are a few marketing initiatives you can do to help boost your event and initiatives that Alzheimer Society of York Region will do. Help us boost the success of your Coffee Break campaign by talking about it. The initiatives you take to promote your event will encourage others to attend, donate and hopefully tell others to do the same! Let's spread the word.

Event Hashtags - #alzheimercoffeekbreak, #makeyourcoffeecount

Event Tagline – Make Your Coffee Count

CHANNEL	YOU	ALZHEIMER SOCIETY OF YORK REGION
FACEBOOK @AlzheimerSocietyYork	Post messages about your Coffee Break event, including time, date, location. Be sure to 'like' and 'follow' our page and tag us in your posts.	AS York will 'like' and 'share' posts we are tagged in. We will also announce new hosts and any exciting event details to help promote your event
TWITTER @ASYork1	Announce that you'll be a Coffee Break® host this year in support of Alzheimer Society of York Region. Be sure to tag us and use the #makeyourcoffeecount	AS York will "tweet" updates such as: 'Company ABC' will be hosting a Coffee Break event' with link to your website
E-NEWSLETTERS	Send an e-newsletter to friends, family, clients, and co-workers about your Coffee Break!	AS York can provide you with images to use for your e-newsletters to promote your event.
WEBSITE	Include your Coffee Break event details in your Calendar of Events and on your website and link to bit.ly/CoffeeBreak18	AS York can provide you with images to use for your website.
POSTERS	Use posters in your facilities to promote your upcoming Coffee Break® event.	AS York can provide you with a customizable PDF for your to add your logo and event information
PICTURES	Take pictures during your event, and send them to lobrien@alzheimer-york.com	AS York would love to share your pictures and participation from your event on social media and for future Coffee B0reak marketing pieces.

Utilize these opportunities to build excitement around your involvement. If you're doing other initiatives we'd love to hear them! Please send us your ideas or contact Lauren O'Brien, Events Coordinator, at 905-726-3477 ext. 244 or lobrien@alzheimer-york.com