



## Post-Event Ideas

1. **De-Briefing Session.** Meet with your Partner Organizations to evaluate what went well, opportunities for improvement, and identify any follow-up items. Don't forget to complete and submit the Campaign Results and Evaluation Form.
2. **Make Their Voices Heard.** If need be, submit voter registration forms to the County Clerk's office. **Use Your Website.** Thank attendees and members of the local community for their participation in your event. Remember to share information on voter registration and other useful resources. Also, be sure to post pictures from the event.
3. **Use Your Social Network.** If your organization uses Facebook, Twitter, or Instagram, use it as a tool to maintain awareness and to encourage people to get out and vote.
4. **Send an e-Blast.** Add the names and contact information for event attendees to your organization's communication distribution lists. Send out an e-Blast via e-mail to thank people for participating and remind them of important voting related deadlines and activities.
5. **Alert the Press, Part II.** Following your event, send a press release to media outlets. Make sure to include pictures of the visit. You can adapt sections of your press alert to write the press release.

Check with your local publications/stations to determine the best time to send a press release for the best chance of placement. Consider all media outlets: daily and weekly papers, chamber of commerce newsletters, radio, and television stations. Find out who is responsible for assigning or editing stories related to your event (i.e., Human Interest, Local Politics, and Local News). When you send out your press release, personally address it to that individual. Check the media outlet's web site or ask about the preferred format and method of receiving alerts: e-mail, fax or regular mail. Do not send alerts to general, generic email addresses.

**Basic Format:** (Please note, this format is a very simple guide - deviate as occasion, need or preference dictates.)

Include header

**FOR IMMEDIATE RELEASE**

Contact: Your name, title

Your organization

Phone:

Email:

Date and time of event, who visited and one item of interest that happened during that event (preferably an item of interest with an accompanying photograph).

Reason for event. This should be of human interest, not broad and impersonal. It should also reveal something about the importance of people with disabilities being a part of the election/voting process.

Reporters prefer stories with quotes. Include quotes from partner organizations on the importance of the event to their organization, people with disabilities and the state of Indiana.

Short, concise background on partner organizations. Include affiliation with Self-Advocates of Indiana and Direct Support Professionals of Indiana and brief explanation.

*Self-Advocates of Indiana (SAI) is a statewide advocacy organization that empowers people with intellectual and developmental disabilities.*

*The Direct Support Professionals of Indiana (DSPIN) is a group of Direct Support Professionals (DSPs) from across Indiana who dedicated to building a qualified direct support workforce in our home state.*

Press contact information.