Partnerships for Diversity and Inclusion
Inclusive Community Grants Program
Event Marketing Suggestions

Below, we offer some tips on publicizing your event to the Wellesley community. Please use the Partnerships logo in all of your materials. The Partnerships color bars are a mark that links your event with the support of the Partnerships for Diversity and Inclusion. All publicity materials must include this reference. If your publicity is in the form of a text-only e-mail, include the phrase "Sponsored by the Partnerships for Diversity and Inclusion."

Events Calendar
It is your responsibility to add your program to the Wellesley events calendar. Make sure you include the phrase “Sponsored by the Partnerships for Diversity and Inclusion” in the event description. You should also email us at partnerships@wellesley.edu to have your event added the Partnerships calendar.

Other Websites
If you are affiliated with a department or student group, publicize on the web site! Some grant authors have also found it useful to create their own web sites, especially for more long-term projects.

Email Lists
Take some time to identify e-mail lists through which to publicize your event. Examples include Wellesley Google Groups such as Community Announcements, Faculty-Staff Announcements, and the Class of 201x groups.

Posters
If you create posters to announce an upcoming event, consider postering along campus areas used by other student groups. The Wellesley College Copy Center is one option for printing posters.

Social Media
Don’t forget to employ the social media (such as Facebook, LinkedIn, and Twitter) that you use to stay connected with friends and family to publicize your program. Note: If using Twitter, please tweet @PartnershipsWC so we are sure to see and retweet your message.