

# ALL-IN BLOCK PARTY

## COMMUNICATIONS OVERVIEW

### EXPLAINING INDIANA HUMANITIES

#### What is Indiana Humanities?

Indiana Humanities connects people, opens minds and enriches lives by creating and facilitating programs that encourage Hoosiers to **think, read** and **talk**.

#### What do we do?

By developing programs, issuing grants, hosting events, connecting Hoosiers and providing platforms for discussion, Indiana Humanities supports, highlights and initiates programs that facilitate a culture of ideas and learning in Indiana.

#### How can you connect with us?

**Follow us on:** Twitter (@INHumanities), Facebook (/INHumanities) and Instagram (@INHumanities)

**Website:** [www.IndianaHumanities.org](http://www.IndianaHumanities.org)

### EXPLAINING ALL-IN

#### What is ALL-IN?

ALL-IN is a digitally based competition that challenges Hoosiers to think, read talk and *do* through competing in 16 challenges. The Indiana Humanities program was inspired by the Indiana Civic Health Index, which revealed lower than average results in areas such as voter participation and registration and working with neighbors to solve problems.

#### Why do we encourage our citizens to go ALL-IN?

1. Learn more about Indiana and its history.
2. Get more connected to your neighbors, community and state.
3. Experience Indiana in a different way.
4. Try new things.
5. Get inspired and excited about Indiana and its future.

#### Why a block party?

ALL-IN Block Parties are designed to bring people together to participate in a series of challenges that encourage Hoosiers to try new experiences, learn more about Indiana and imagine ways to make Indiana even better. The in-person events are a way to bring the challenges, trivia and facts featured on the ALL-IN website ([www.indianahumanities.org/ALL-IN](http://www.indianahumanities.org/ALL-IN)) to life.

### PITCHING YOUR ALL-IN BLOCK PARTY

At the root of it all, ALL-IN focuses getting Indiana in better (civic) shape.

#### How do I pitch or invite a desired community partner to join our block party?

With past events, we have noticed a few things that resonate with community partners and corporate contacts. ALL-IN Block Parties allow partners the ability to:

- Reach a target audience in a new and unique way
- Focus on community and grassroots outreach
- Connect with other partners with similar interests– building blocks for the future
- Engage employees by facilitating or attending the event

- Tailor exciting messaging through challenges, setting their organization apart

### How do I pitch this to my local media?

Looking to get the word out to the media? We have a few recommendations:

- Send out a press release one month prior to your event (a template can be found on the block party admin page)
- Reach out and build relationships with local media contacts who you think would enjoy attending or covering the event
- When speaking with the media, think of something that sets your event apart – WHY should they be interested? WHAT make this event newsworthy?

## BUILDING THEBUZZ

### How do I get people talking before the event?

This event is designed to bring people together, engage the community and get people talking! Here are a few ways to encourage buzz before your event:

- **Create/post an eventbrite** – This will allow you to have a designated one-stop shop for information, as well as a list of RSVPs and emails for follow up after your event!
- **Promote, promote, promote!** – Use your personalized material and distribute to areas in which your audience traffics, hit up social media and use your communication tools (e-news, etc) to encourage attendance to your event
- **Use your community partners** – Arm each of your community partners with sample tweets/facebook posts/collateral for distribution on each of their channels. This is a great way to interact with their audiences and widen your reach!
- **Submit event to community calendars/newsletters** – Identify essential community calendars – post your event with links back to your site

### How do I encourage people to share their experience during the event?

There are plenty of ways to encourage your attendees to share their experience while at your block party:

- **Create an event specific hashtag** – We have seen our partners succeed with this before. For example, Spirit & Place used #SPALLIN or something like we are using for our workshop today creates an easy to reference point of contact for attendees and organizers. We recommend using ALL\_IN and your organization/city name to keep it simple!
  - **And make it easy to find!** Post on flyers, posters, etc to keep people talking!
- **Social Media Contest** – Encourage sharing via Twitter, Facebook or Instagram under your hashtag for the opportunity to win a raffle prize or giveaway.
- **Designate Influencers:** Select individuals to be your “social media gurus,” to tweet their experience and interact with other throughout the event – these individuals could be influential members of your community, board members with an active following or maybe your biggest fans
  - We recommend talking to your city’s public officials and getting them on board – whether its reaching out through their communications team, etc
- **Interact with us:** Tag @IndianaHumanities and #ALL\_IN and we will be sure to retweet and favorite as you go along!

### How do I keep people talking after the event?

The key to keeping people discussing their experience is all about the follow up:

- **Send an e-blast:** Using your eventbrite list, thank your guests for attending and shoot them a link to Flickr with pictures from the event or the All-IN digital website

- **Write a blog post:** Send us an overview of the success of your event with a few high resolution images and we will feature it on our blog – this will give you some more leverage and reach after the date has passed
- **Connect with your community partners:** Send them a heartfelt gesture of thanks

## TIPS & TRICKS

- Keep promotion upbeat, positive and exciting – this is an event you want people to attend!
- When promoting via social media, it's helpful to use your customized social images and/or a link to more information or RSVP site
- Have someone there to take high-resolution photos – this will be something you want to document and remember!

## ONLINE ASSETS

### What will I find on the Block Party Admin page?

Under the “Communications” header, you will find a link to this overview, as well as a list of sample social media posts (for Twitter & Facebook) and a press release template for send.

### What can I count on Indiana Humanities to assist with?

We have distributed a press release announcing the selection. We will most definitely promote your Block Party via our social media channels – send us your images.

### Looking for more tips and tricks?

On Friday, March 20, Indiana Humanities is hosting a webinar focused on growing your audience in the social realm. See details below. To learn, visit our website and click on the webinar banner.

#### **March: Online Audience Cultivation & Engagement**

How do you grow your social media followers and what do you do with them once you have them?

We'll look at strategies—off-line and on—to engage audiences, build community, and translate likes into meaningful real-world relationships!

Date: Friday, March 20; 12pm-1pm

Presenters: Kristen Wells, Indiana Humanities, Brittany Smith, Yelp Indy\*, Tiffany Benedict Berkson, Historic Indianapolis\*

To register: <https://attendee.gotowebinar.com/register/3046587655641737730>