**Calendar Event Checklist**

We’ve created this handy checklist to assist you in posting events to our Social Purpose Calendar. The more information you provide in your listing, the more likely you are to get strong participation from your colleagues or the public. Here’s an example of a [fully optimized calendar event](http://purpose.firstservice.com/wp-content/uploads/2018/08/Fully-Optimized-Calendar-Event.docx).

* **Event title:** When adding the title, first use the company name followed by a colon. For example, “FirstService:” Include a call to action. For example, “Donate School Supplies for Children in Need”
* **Event date and time**
* **Event category** 
  + This is the name of the company posting the event
* **Event website**
* **Event description** 
  + Provide a description of the event, outlining the purpose (cause) and how people can get involved.
  + Include an image related to the event or the benefiting organization’s logo
  + Also include the logo of the FirstService company organizing the event along wiith a hyperlink to its website

When completing your event description, please add as much detail as possible as this will allow for a complete listing and minimize questions for the event organizer. You will want to be sure to consider details such as:

* ***Are volunteers needed?***
  + If so, how many?
  + If there is a deadline for signing up to volunteer, you’ll want to include this
* ***Is event open to participants outside of company?***
* ***Is event conducive to including sister-company participation?***
  + If so, you will want to use the “participate” tag described in the Using Tags section
* ***Is this a family-friendly event?***
  + If so, is there an age restriction for kids?
* ***Is there a cost to participate?***
* ***Are donations (in-kind, cash) needed?***
  + If yes, you will want to specify the type of donation and if there is a deadline for donating
* ***Is certain attire required, i.e. branded shirts?***
  + If so, where do participants acquire items?
* ***Are tickets required?***
  + If so, is it clear how tickets can be obtained?
* ***Who is point of contact for questions?***
  + This contact must be a company employee and not a representative from the non-profit the event is supporting
* **Venue details**
  + This is where you enter the event location
  + Use the dropdown menu to select the location or create a new one if your location does not exist in the menu
  + If you are collecting donations for a food drive at your office you will want to use your office location as the venue
* **Event organizer ‘s name, email address and phone number** 
  + The organizer is not always the person posting the event. If the individual posting the event does not see the organizer’s name in the drop down, they will need to add the organizer’s information
  + We are now requiring organizers to include email addresses and phone numbers. If you have previously submitted an event, please see “How to Update Organizer Information”
* **Company posting the event to the calendar**
  + Be sure to check off the company name in the column on the right

**Using tags**

On the right column of the Wordpress site, there is an area where you can “tag” your event. Using tags will help those interested in events like yours find it. **Please be sure to tag your event with the name of the charity or non-profit you are supporting.**

Examples of other tags you might use:

* volunteer– for events needing volunteers
* participate – for events where you would like more people to attend
* donate – for events seeking donations
* fundraise – for fundraisers
* fooddrive – for events where you are collecting food
* toysforkids – for toy drives
* familyfriendly – for events where kids are welcome
* bringyourdog – for dog-friendly events

Many of our colleagues who attend events like to post photos to their social media channels. We encourage this! Please be sure to include a reminder to use our #FirstServeOthers hashtag in any social media posts.

**How to Update Your Organizer Profile or Edit a Venue**

* 1. Visit: <http://purpose.firstservice.com/events/community/list>
* 2. Login
* 3. Select "Upcoming Event" or “Past Event”
* 4. Select “Edit Venue” or "Edit Organizer".
* 5. Change/Update information
* 6. Click "Update" button