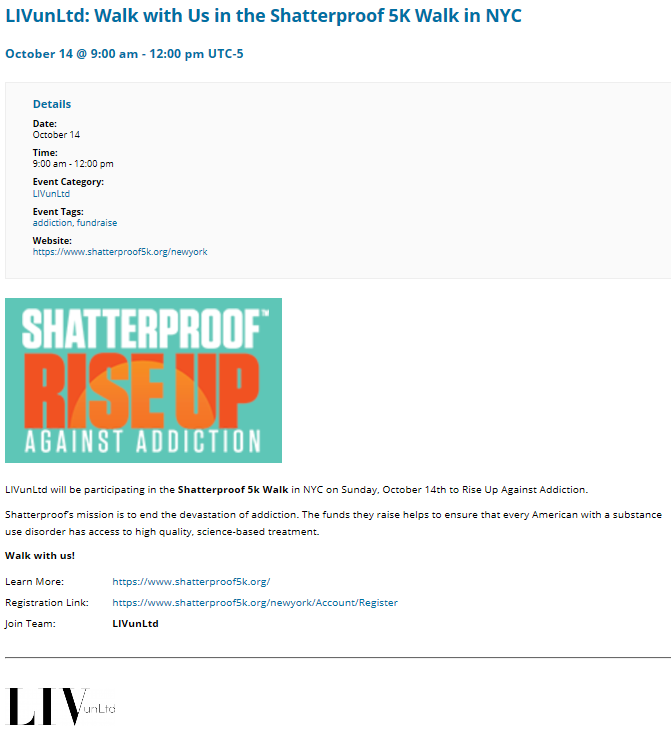
**Fully Optimized Calendar Event**



**1**

**2**

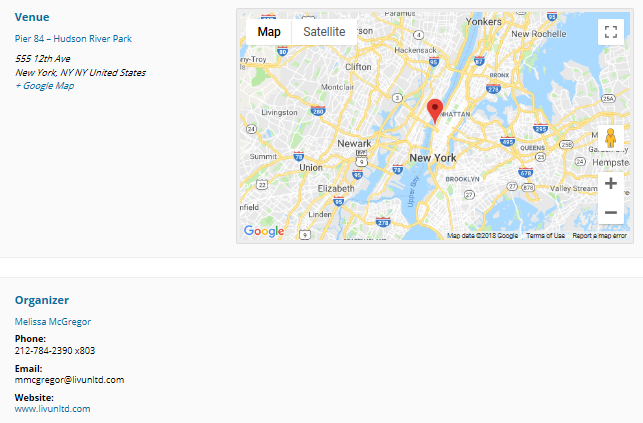
**3**

**4**

**5**

**6**

**7**



**9**

**8**

**10**

**Calendar Event Components**

**Event**: <http://purpose.firstservice.com/event/livunltd-shatterproof-5k-walk/>

**1. Event Title:** “Company Name: Call to Action”

**2.** **Event Details:**

* Date & time of the event
* The name of the company that is organizing the event

**3. Event Tags:** Include tags that are most relevant to the event

* Examples of tags to use are:

|  |  |
| --- | --- |
| Type of Event | Event Cause |
| #participate  #volunteer  #donate  #fundraise | #nopoverty #qualityeducation  #zerohunger #genderequality  #reduceinequality #children  #goodhealth #veterans  #mentalhealth #environment  #cancer #water  #addiction #animalwelfare |

**4. Website:** Include the link to the event website

* Note: If there is no event website, include the charity/organization’s website

**5. Image**: Include an image that is related to the event

**6. Event Description:** Provide a brief description of the event, outlining the purpose (cause) and how people can get involved

* Note: Use bold text to highlight important information and a list format to communicate ‘next steps’ more clearly

**7. Company Logo:** Include the company logo with a hyperlink to the company’s official website

**8. Venue Details:** Enter the event location

* Note: If you are collecting donation items at your office, use your office location as the venue

**9. Google Maps:**

* Include the Google maps image and Google maps link to the event location

**10. Event Organizer:**

* Event organizer must be a company employee – not a representative from the non-profit the event is supporting
* The organizer is the person people would contact with questions regarding the event
* Include the event organizer’s name and contact information (phone number and/or email)